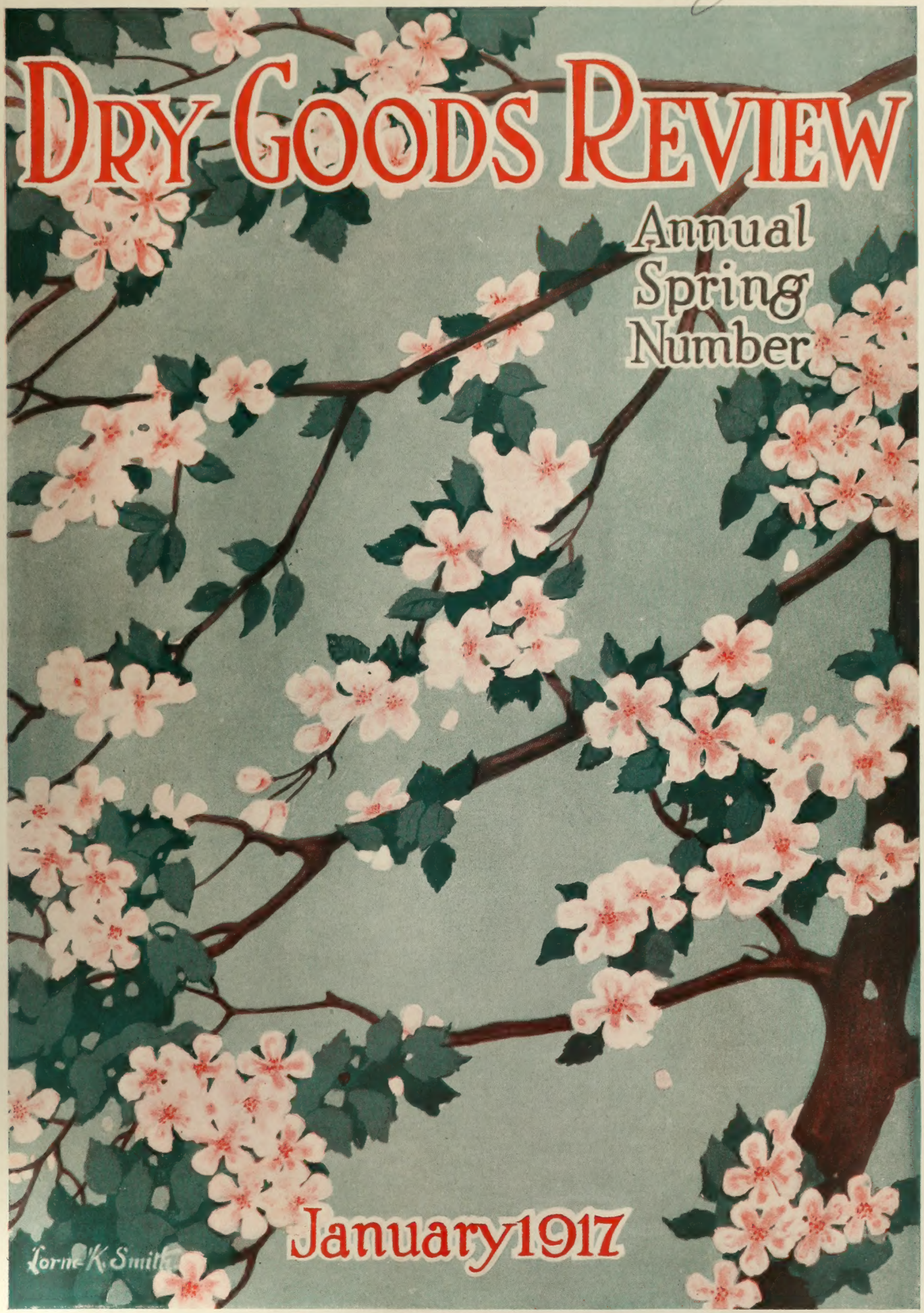
J1425

Dry Goods Review

Annual Spring Number



January 1917

THE PACIFIC MILLS
Lawrence, Mass

desire to inform Canadian jobbers, garment makers, and retailers that they have for more than a half century been originators and producers of very large and complete lines of cotton, cotton warp and all wool dress fabrics. Among their regular lines are:

In Cotton	In Cotton Warp	In All Wool
Serpentine Crepe	Brilliantines	Storm Serges
Modette	Sicilians	Fine French Serges
Beach Cloth	Storm Serges	Gabardines
Duckling Fleece	French Serges	Crepes
Melton Vellon	Panamas	Taffetas
Polonia Velour	Granites	Prunellas
Poplins	Diagonals	Ottomans
Pongees	Challies	Henriettas
Batistes	Batistes	Poplins
Draperies		Covert Cloths
		Panamas

The beautiful and fancy colorings, up-to-date styles and uniform high quality of these fabrics, have created such a demand for them that the Pacific Mills to-day are the leading manufacturers and printers of cotton fabrics, and the largest manufacturers of cotton warp and all wool dress goods in the world.

In order to protect the trade from unwortny substitutions, the Pacific Mills have adopted the following trade-mark



which is the Guarantee of Excellence, and establishes the value of all goods bearing it.

We are always glad to forward swatches and full information regarding all Pacific Mill fabrics. Write us for it.

We invite our Canadian neighbors to utilize "Pacific" fabrics, and write us at any time for swatches or further information regarding them.

LAWRENCE & COMPANY

Exclusive Selling Agents

Boston, New York, Philadelphia, Chicago, St. Louis, San Francisco



CANVAS

We have the largest stock of CANVAS in Canada at Prices much below to-day's Belfast quotations

Natural French Elastic Canvas—
11½, 12½, 13½, 15, 16½, 17½, 18½, 20c per yard.

White French Elastic Canvas—
11½, 12½, 13½, 15c per yard.

Black French Elastic Canvas—
11½, 13½, 15, 18½, 20c per yard.

Union Duck Tailors' Canvas, green edge—
20, 21, 22½c per yard.

Pure Linen Tailors' Canvas, green edge—
25, 27½, 32½c per yard.

Owing to the enormous demand for Flax, etc., Canvas will advance much higher than present prices abroad. Protect your customers by buying *NOW.*

Orders by Mail, shipped on date received.

GREENSHIELDS LIMITED

"B" Dept.

17 VICTORIA SQUARE - - MONTREAL

"Everything in Dry Goods"



TAPATCO Gauntlets and Gloves

REGISTERED TRADE MARK BRAND

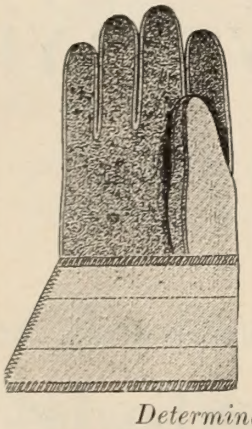
Have Customers in Every Trade and Industry

Farmers
Drivers
Engineers
Linesmen
Firemen
Chauffeurs

Structural Iron Workers
Bricklayers
Teamsters
Hod Carriers

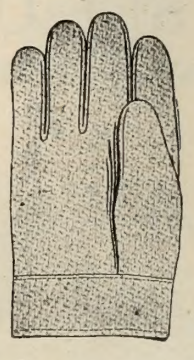
Boat Men
Riveters
Bridge Builders
Road Makers
Shippers

Laborers
Mechanics
Motormen
Munition Workers
Lumbermen
Freight Handlers



These, and a host of others, are customers for the popular *"TAPATCO"* gauntlet and gloves. The *"TAPATCO" LINE* satisfies a wide field of customers and is popular over the whole Dominion for all-round serviceableness and stout wearing qualities. The *"Tapatco"* Line includes:

Gauntlet, Knit Wrist or Band Top Styles in Heavy, Medium or Light Weights; also Leather-tip and Leatherette Face Gloves, and Jersey Gloves and Mitts, in Tan, Slate or Oxford.



Determine on a bigger glove business for 1917. *Stock "Tapatco" Line and serve a wider field of customers. Order through your jobber.*

The American Pad & Textile Company

CHATHAM, ONT. - CANADA

January, 1917

To the Trade:

With the sincere purpose of still further convincing you that our business is steadily growing, that the position between manufacturers and us is unique, that the facilities we have for doing business are unsurpassed. It will therefore be to your advantage to see our stocks before placing your orders.

Staples and Linens—By the never-tiring management of these departments our stock is well assorted.

Silks and Dress Goods—In no department of *Textile Goods* is there greater skill required. We are now a recognized authority.

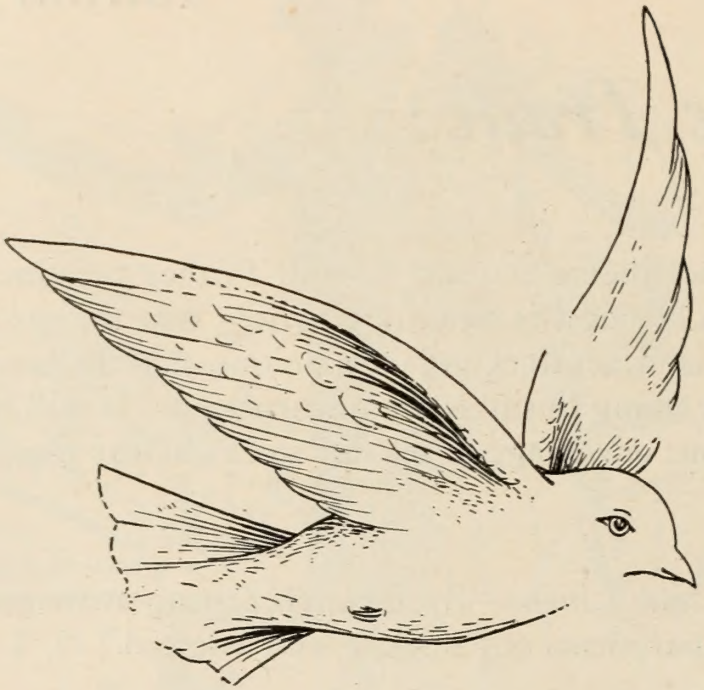
Hosiery and Gloves—Lately we have made great changes in these departments. Once you commence handling our brands you will have no difficulty in keeping your stock fully assorted.

Men's Furnishings and Haberdashery—These departments are always fully assorted with novelties, seasonable goods and items of daily requirement.

Carpets and House Furnishings—Under the present management of these departments, business is surpassing our most sanguine expectations.

John Macdonald & Co., Limited

Toronto



The Dove of Peace has not yet rested, and present indications are that the war will be indefinitely prolonged.

This means greater difficulty in obtaining goods and still further advances in prices.

Our travellers will wait upon you in the New Year and your orders will receive, as always, our best attention.

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

MONTREAL

TORONTO CALGARY

We Can Supply:

Blankets
Striped Flannelette
Saxony Flannelette
Silks and Dress Goods
Hosiery
Underwear
Knitted Goods
House Furnishings
Men's Furnishings
Women's Ready-to-Wear
Fancy Goods and Notions
And other Lines of
General Dry Goods

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

MONTREAL

TORONTO CALGARY

Muser Brands
Are Identified by this Mark

M ★ B

Our wide buying connections enable us to meet our customers' requirements at prices that are very favorable to you, being lower than present market quotations for these goods.

The Muser Line includes

Laces
Embroideries
Dress Trimmings
Wash Goods
Neckwear
Ribbons
Chiffons
Brassieres
Corsets
Hosiery, etc., etc.

We guarantee Prompt Delivery on your immediate requirements.

Don't miss seeing our newest creations for Spring.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

Everything in Embroideries

Narrow Edges from 25c doz. up.

Corset Covers from 12½c up.

Flouncings in 10-12-17-22-27-36-45 in. on Cambric, Muslin, Nainsook, Madapolam, Crepe, Organdie, Voile.

Up-to-date Goods in Novelty Edgings and Flouncings are in stock in great profusion.

Our factory in Bruggen (St. Gall) caters both to the manufacturing and retail trade and produces the best in dependable merchandise.

Our stocks are complete—best values obtainable and prompt shipments are guaranteed.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces
Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
LePuy
St. Gall

"What Are You Doing About Fall Placing"?

"DO YOU KNOW"?—That world-stocks of merchandise were never so low and that the supply will take a long time to overtake the demand when normal times come back again and replenishing-up commences.—Even in CANADA there was not nearly enough of certain staple lines for this winter's business.

"DO YOU KNOW"?—That spinners are all sold up for a year ahead, paying today's prices for their raw materials.

"DO YOU KNOW"?—That on account of scarcity of labor, machine parts, finishing and processing needs and delays in cotton and wool deliveries from the spinners, manufacturers figure not more than (sixty per cent) 60% over last year as their maximum output for 1917, and accordingly in less than two weeks, have sold up their Mills for the whole year, being obliged to allot a much restricted quantity to each customer.

"DO YOU KNOW"?—That the countries of EUROPE have been sending us a very small percentage of their usual exports of dry-goods, during the past two years, and that these shipments are less and less each succeeding month so that no guarantee whatever can be given that they can be relied upon as a factor in CANADIAN business for next Fall.

"DO YOU KNOW"?—That the receipts of Fall 1917 merchandise from the UNITED STATES will be negligible since, they absolutely will not have enough goods to supply their own needs; in fact already every Mill is entirely sold up for the coming year and to their own home market.

"DO YOU KNOW"?—That should the war cease, the price of RAW MATERIALS will advance because of the return of many big Customers not now in the market, on account of the British Navy.

AND MOST IMPORTANT OF ALL

"DO YOU KNOW"?—That the House of ALPHONSE RACINE LIMITED have the very largest stocks in CANADA of STANDARD LINES bought at advantageous prices and further will have best prices for all FALL LINES to arrive APRIL and MAY, JUNE, JULY and AUGUST 1917—WAIT FOR RACINE'S.

TO SUM UP

There won't be enough goods to go around for the general needs of CANADA when Fall 1917 comes, excepting for the early Buyer.

"SEE OTHER PAGE"

ALPHONSE RACINE LIMITED

DRYGOODS, JOBBERS AND MANUFACTURERS

60-80 ST. PAUL STREET WEST - - MONTREAL, CANADA

"FACTORIES:" ST. DENIS, QUE., ST. CROIX, QUE., 470 BEAUBIEN ST., MONTREAL, MANUFACTURING "HERO" SHIRTS, "MAPLE LEAF" OVERALLS, "SAMSON" PANTS, "SHEPHERDESS" HOSIERY.

"Racine's Representatives"

Will visit you shortly,

"TO WISH YOU A HAPPY AND PROSPEROUS 1917"

and

To show you trunks full of Fall offerings, *TO SECURE YOU CERTAIN DELIVERIES. TO SAVE YOU DOLLARS.*

THE RANGE IS COMPREHENSIVE

"Hosiery and Underwear"
"House Furnishings"
"Ready-to-Wears"
"Drygoods and Woollens"
"Shirts, Overalls"
"Sweaters and Fancy Men's Furnishings"
"Flannelettes and Staples"
Etc., Etc., Etc.

Many of the above lines made in our own well-equipped FACTORIES. Wait for "Racine's."

"See Opposite Page"

ALPHONSE RACINE LIMITED

DRYGOODS, JOBBERS AND MANUFACTURERS

60-80 ST. PAUL STREET WEST - MONTREAL, CANADA

SAMPLE ROOMS:—OTTAWA QUEBEC SHERBROOKE THREE-RIVERS SYDNEY, N.S.

That Side Partner of Mennen's Shaving Cream

—*is opening up a new market for you.*

We mean that "Talcum for Men," the first talcum powder made exclusively for male use.

Have you stocked it and offered it to your men customers? It's a remarkably quick seller, and, together with *the* Shaving Cream, is being heavily advertised, and thousands of men, all over Canada, will be requesting both.

A small display on your counter or in your window will remind the absent-minded of the purchase they intended making, and will invariably result in increased sales.



An unusually attractive window trim will be sent on request. Send to

HAROLD F. RITCHIE & CO., LTD.

TORONTO, ONT.

Canadian Agents

Made in Canada by

G. MENNEN CHEMICAL CO., LTD.

MONTREAL, QUE.

Linens that last a lifetime



THE proverbial durability of "Old Bleach" Linen is too well-known to need emphasizing. This remarkable life-long wearing quality, coupled with the beautiful, silky appearance of every "Old Bleach" line, make an unusually attractive selling combination.

EVERY "Old Bleach" Table Cloth and Towel, and all piece Linens, Sheetings, etc., are *bleached for at least three months on the grass*—the "Old Bleach" Co. is the only firm faithfully carrying out the good old process of Sun-Bleaching.

R. H. Cosbie Limited

IRISH LINEN AGENCY

22 Wellington Street West - - - - Toronto, Canada

McIntyre's

THE SPECIALTY HOUSE OF CANADA

SPRING 1917

Every department is in an exceptionally strong position to supply your requirements for the coming season.

Cottons and Wash Goods

Complete range in all the latest effects in Cotton Goods and Wash Goods, both white and fancies.

White Suitings, Skirtings, Piques, Mattings, Gaberdines, Dimitys, Mulls, Lawns, Nainsooks, Organdies, Transparent Organdies, Bed Quilts. We control in this department, for Canada, the famous Viyella Flannel and Near Linen. Special cloth for costumes.

Hosiery, Gloves and Underwear

Complete assortment of "Crown Hosiery" for Men, Women and Children in Cashmere, Cotton, Lisle, Silk and Artificial Silk. Underwear, Ranges complete. Men's, Women and Children.

"Niagara Maid" Silk Underwear for Ladies—The Favorite for Style, Comfort and Good Wearing Quality.

"Niagara Maid" Silk Gloves and Hosiery, "Pronounced favorites."

Dress Goods and Silks

Full range of the latest Novelties in Dress Goods and Silks.

Smallwares—Embroidery and Laces

Entire new stock of Embroideries of all kinds, Laces, Handkerchiefs, etc.

Well assorted line of general smallwares, dressmakers' supplies, etc., for the coming season.

Linens

The well-known Crown Brand lines. Full range Household Linens, including Table Cloths, Napkins, Glass and Crash Towellings, Tea Towellings, etc. New Fancy Bath and Face Towels. Meadow Bleach Embroidery Linens. Embroidered Lace and Plain Pillow Shams; Bureau Covers and Table Centres, also Pillow Cases boxed in pairs.

Sole Selling Agents and Distributors for Trefousse Kid Gloves, Viyella Flannels
"Niagara Maid" Silk Gloves, Hosiery and Underwear.

Our Salesmen are now on the road with a Complete Range.

Letter Orders Given Special Attention.

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK



EASY TO SEW.

STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK

NONE GENUINE UNLESS SELVEDGE BEARS EVERY TWO YARDS THE WORDS. "SPERO" MAKE.

Increase Your Linen Sales for 1917 by Selling "Gold Medal" Linens

There's a pulling power to Liddell's "Gold Medal" Linens that spells good business with better class trade.

"Gold Medal" designs stand out for their daintiness and exclusive ideas. There is a wearing quality to **"Gold Medal"** Linens that gives continuous satisfaction.

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY

22 West Wellington Street TORONTO

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

The Utmost in Batting Value

NORTH STAR, CRESCENT and PEARL Brands of Batting

represent value to the customer unequalled.

Made from long staple cotton white as snow, soft and elastic, this batting gives your customers a value they will appreciate.

Made up in big batts that open out into strong sheets of even thickness.

Selling these brands will bring more profit your way.

ORDER OF YOUR WHOLESALER

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

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Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO	MONTREAL
65 Simcoe Street	**525 St. Paul Street**

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.
J. Bonas & Son., Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins. Hairpins, etc.
Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener. Wilson Dress Hooks.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J. -Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.
GLASS BUTTONS, U.S.A.—Latest designs
JAPANESE HAIR AND TOOTH BRUSHES
THE WELL-WORTH BINDING BRAID
Made from selected Twist.
THE "GLOBE" BOOTLACE CABINET
"GIVEASE" COLLAR SUPPORTS
Made in England.
MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.



When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables : **"Spero, Manchester."**

Cotton Goods

HAVING

On Selvedge every two yards the words 'SPERO' MAKE

ARE RELIABLE, SO ENQUIRE FOR

FLANNELETTES, CALICOES SHEETS AND SHEETINGS

Also the "HAWORTH" GREY—soft as Merino, specially woven for undergarments.

that have stamped on selvedge every two yards, the words

"SPERO" MAKE.

Pawsons & Leafs Ltd.

Warehousemen

5 to 14 St. Paul's Churchyard, London, Eng.

Cable Address: Pawson London **A. B. C. and W. U. T. Codes used**

THIS CITY HOUSE, IN THE CHURCHYARD OF ST. PAUL'S, HAS A BUILDING WORTHY OF OUR TRADE, A TRADE WORTHY OF ITS REPUTATION, AND AN EXPERIENCE OF 83 YEARS, WHICH STILL LEAVES US YOUNG ENOUGH TO WANT TO DO MORE.

WITH 22 DEPARTMENTS WE THINK WE CAN SUPPLY MOST WANTS OF THE SOFT GOODS TRADE, AND WE ARE AFTER MORE CANADIAN BUSINESS. MAY WE HAVE SOME OF YOURS?

WE ARE ALIVE TO IDEALS, AND AWAKE TO THE FASHIONS OF YOUR MARKETS—IN A WORD—SPECIALISTS.

DEPARTMENTS:

Blankets
Blouses
British and Foreign Dress Goods
Buttons
Calicoes
Children's Costumes
Costumes
Cretonnes
Curtains
Damasks
Dress Skirts
Embroideries
Flannelettes
Flannels
Flowers and Feathers
Furs
Gloves
Haberdashery
Handkerchiefs
Hosiery
Laces
Linens
Mantles
Millinery (Trimmed and Untrimmed)
Neckwear
Printed Cottons
Ribbons of all Kinds
Sheets
Silks and Velvets
Soft Furnishing
Straws and Felts
Towels
Trimmings
Underclothing
Umbrellas
Woven Underwear



BANK OF MONTREAL

ANNUAL MEETING

Sir Vincent Meredith, Bart., President, and Sir Frederick Williams-Taylor, General Manager, Insist Strongly on Policy of Preparedness—Economy, Production and Immigration Should be Its Principal Features—67% of the Male Staff of the Bank of Military Age Have Enlisted for Overseas Service.

The Ninety-ninth annual meeting of the Bank of Montreal was held at the Head Office of the Bank at Montreal on Monday, December 4th. The addresses submitted by Sir Vincent Meredith, Bart., President, and Sir Frederick Williams-Taylor, General Manager, dealt especially with the policy of preparedness it was urgent the Dominion should adopt in order to be ready for the period of readjustment that must necessarily come at the close of the war. The principal features of the policy should be Economy, Production and Immigration.

Attention was also drawn to the temporary character of the present industrial activities in Canada and the necessity of recognizing same. Confidence was expressed in Canada's ability to solve the problems that might present themselves. Special reference was made to the large number of the staff of the Bank now serving with the Colors and the illustrious record they had made.

The President's Address.

Sir Vincent Meredith, Bart, President, in his address to shareholders, said:

I hoped when I last had the pleasure of addressing you that before this annual meeting the end of the cruel and devastating war, which has convulsed Europe would be, if not reached, at least within measurable distance. In this expectation we have been disappointed. No one can fix the day of its termination, but I am sure I express your feelings when I say we hold an unshaken confidence of the ultimate victory of Britain and her Allies.

Canada, inspired by a deep-rooted loyalty to the Empire, has given and is still prepared to give freely her gallant youth and monetary means to the great cause, upon the success of which her liberties and national existence so greatly depend.

The year has again been one of considerable anxiety to all those engaged in financial affairs. Our profits have been curtailed by payments of Government taxes at home and abroad, while earnings on loans in Canada have been affected by reduced borrowings on the part of our customers. It is not, however, an unfavorable feature that the prosperity of large manufacturing industries and business in general has produced a curtailment of bank loans, and converted borrowers into depositors. The low rates of interest on that portion of our reserves carried in New York have also been a contributing factor to diminished earnings compared with those antecedent to the war. But despite these disabilities, we have been able, after making what we believe to be full provision for bad and doubtful debts, to pay our usual dividends with the customary bonus and to carry a balance to credit of Profit and Loss Account. I trust, therefore, that under the circumstances you will consider the results of the banking year satisfactory.

Relations of United States and Allied Countries.

The wide ramifications of the business of the Bank make us necessarily deeply concerned with commercial conditions in other countries. In Great Britain, general trade has been spurred to great activity by the war's demands. There has been no lack of employment, wages have risen, money has been circulated freely, returning to the Banks in the form of increased deposits, and for the time being, at least, prosperity has prevailed, despite the displacement of labor by the war.

In the United States, also as a result of the war, there is an activity in business unexampled in its history. The shipments of gold to that country in payment of munitions, grain and other commodities have reached a sum in excess of $700,000,000 since the outbreak of the war. This huge inflow of the precious metal, together with the fact that under the new Federal Reserve Act the proportion of reserves required to be carried by the Banks has been reduced, is causing concern to many financial men, who fear that it will bring about a period of inflation to be followed by a serious financial reaction.

At present these conditions are serving a useful purpose to the Allied Countries by causing a plethora of money, thereby enabling them to borrow at comparatively reasonable rates of interest. If the United States market will continue to look with favor on further Allied loans, any menace to the financial situation to that extent will be removed.

The recent action of the Federal Reserve Board in counselling caution in the investment of American Bank funds in Treasury Bills of Entente Powers it is thought may be intended as a warning to imprudent or inexperienced bankers. It is hoped, however, that it will not bring about a diminution in Allied borrowings in the United States, with the possibility of a check in the volume of trade with Europe.

The Allied loans so far issued in New York aggregate $1,585,000,000, of which sum Great Britain has borrowed $860,000,000, France $570,000,000, Russia $130,000,000, and Italy $25,000,000.

Business Conditions in Canada.

As a result of the phenomenal crop of a year ago, coupled with vast expenditures by the Allied Governments in this country for munitions and by our own Government for requirements in connection with the war, high wages are being paid for all classes of labor, and trade conditions at the moment in Canada are buoyant in nearly all lines of business. The few exceptions will, generally speaking, be found in industries concerned with the production and sale of luxuries.

Owing to unusual adverse climatic conditions and decreased acreage, the yield of wheat this season will probably not exceed in quantity in the North-West one-half of last year's bountiful crop and will fall somewhat below the average in the older provinces; but the farmers will be largely compensated for the diminished yield by the high prices being paid for grain and all other farm products. Estimates this season are, as is usual, conflicting, but those believed to be most reliable give a wheat crop for the three North-West Provinces of 160,000,000 to 175,000,000 bushels, and for all Canada 185,000,000 to 200,000,000 bushels, and it is not improbable it may exceed these figures. Were it not for the fact that our shipments of grain to Great Britain will probably be curtailed by a shortage of ocean tonnage, the results might be looked upon as not unfavorable on the whole.

In this connection I may add that the past season has been very propitious for the dairy trade, the production of cheese and butter exceeding all previous records and marketed at unprecedently high prices.

The sudden reversal in the position of Canada from a debtor to a creditor nation, as respects foreign trade, has been remarkable. In the seven months of the fiscal year to October 31st the excess of imports over domestic exports of merchandise was, as recently as 1913, no less than $145,000,000, and in the like period of 1914 the adverse balance of trade amounted to $60,000,000. Then the gap began rapidly to close. The production of munitions of war of every description, together with the bountiful harvest of last year, carried the exports to an unprecedentedly high figure. In the seven months to October 31st, 1915, the value of domestic exports exceeded imports by $73,300,000, and in the corresponding period of this year the excess of exports over imports has reached the large sum of $160,000,000.

Nor has this reversal of the balance of trade been accomplished by contraction of imports; in the present year the value of imports has outstripped all previous records. The change has been effected entirely by shipments abroad of the huge crop of 1915, and the large output of war supplies, the exports of agricultural products in the seven months period to October 31st having risen from $75,500,000 in 1914, to $233,500,000.

It is scarcely necessary to add that this striking change in foreign trade balance has greatly ameliorated the financial situation, and is at once a cause and reflex of the existing commercial activities of the country.

Success of Domestic Loans.

In a little more than a year, Canada has issued two Domestic Loans amounting to $200,000,000 and the Canadian Government has borrowed in New York $95,000,000. The success of our internal loans is a matter of pride and congratulation. It is due largely to the spirit of loyalty of our people and a determination to do all within them to bring the war to an early and successful conclusion.

So far, a depletion of Bank deposits in consequence of these contributions has not taken place; in fact, they show month by month a gratifying increase. It must not be forgotten, however, that these increases are only partially due to the savings of our people. They may be accounted for to a very considerable extent by the husbanding of resources by our large corporations, a prudent and wise precaution in view of the uncertain conditions which now prevail and will continue to exist during the continuance of the war.

The Minister of Finance, to whom the country owes much for his wise and farseeing administration of our financial affairs, will doubtless keep in view these conditions when making further calls on our resources which of necessity he must do from time to time.

The net debt of Canada on October 31st last was $696,000,000, an increase within the year of upwards of $200,000,000. The war expenditure has now reached $23,000,000 a month and is increasing. Ere long the public debt of Canada will reach a billion dollars and involve an interest charge of not less than $45,000,000 annually. While it is true that through adventitious circumstances public revenue has increased during the last year or two, no dependence can be placed on the continuance of this buoyancy, so that we will have to face a heavy interest charge on account of public debt, and a resulting taxation.

It is obvious, therefore, that if Canada is to escape the disability of being made a dear country to live in, the strictest economy in Government expenditures will have to be practised and all demands for public aid involving new burdens be held severely in check.

Policy Canada Should Follow.

There are three objects to which every effort must be bent:

Economy—that we may be enabled to provide the Government with funds to do our part to win the war and to make provision for taxes which we shall undoubtedly be called upon to pay.

Production—that we may increase our exports and furnish more plentifully our home markets; and above all

Immigration—(which will bring about increased production so necessary to our well-being) to be promoted at all times and under all circumstances, more particularly of settlers who seek the land.

The Railway situation in Canada has been a matter of some anxiety to those connected with financial affairs. The Dominion Government has, as you are aware, appointed a Commission of capable and experienced men to thoroughly investigate the situation in respect of the newer transcontinental railways, and while I cannot, of course, anticipate the findings and recommendations of this Commission, I may be allowed to express the hope that neither Government ownership nor Government operation will ensue, either of which, I am convinced, would prove detrimental to the best interest of Canada.

And now, as my remarks draw to a close, I am tempted, contrary to my usual practice and unrestrained by the old adage, "Never prophesy unless you know," to look into the future. The thoughts of many men are turned towards the problems that will confront us after the war. Government Commissions are dealing with them; the press devotes much space to their discussion; international conferences have met, but our first, obvious and imperative duty is to WIN THE WAR.

When that is done, new conditions will unquestionably supervene. It seems probable that for some months to come orders for munitions and war supplies will continue to keep our industrial plants actively employed.

Outlook for Post Bellum Period.

A temporary check in business generally may be looked for when peace is in sight, but I do not anticipate that any lengthened cessation of our commercial and industrial activities will immediately ensue. The period of reconstruction will probably not be accomplished for several months, and during this time Europe should provide a market for all we can produce, and new markets, perhaps, will be opened to us which we have never yet been able to reach.

These countries, however, will be "beating their swords into ploughshares," straining their energies to the conversion of munition plants into factories for the production of goods for both home and foreign trade in the effort to regain their former markets, to liquidate foreign debts and to recover the gold of which by necessity they may have been temporarily deprived.

When the rehabilitation has been effected, we in Canada must be prepared to meet in our own markets the keen competition of foreign goods. To cope successfully with the competition, expenditures on capital account should be avoided as far as possible, and resources conserved. Efficiency, efficiency, efficiency must be our watchword, conjoined with economy in all walks of life.

With regard to immigration, I do not share the optimistic views of many of our friends as to the immediate outlook. That in time we will receive a large influx of new settlers there is no doubt, but for a period we shall be at a disadvantage owing to a deficiency of tonnage to carry them to our shores from Europe, and it is not improbable that Continental nations will, for the purpose of self-preservation, place an embargo on all emigration. Great Britain, for similar reasons, though she may not take such drastic measures in regard to her daughter nations, will, no doubt, discourage intending emigrants from leaving her shores. This I say without for a moment meaning that efforts to secure immigration should be in any way relaxed.

Canada is bearing up magnificently under the strain of this world-wide war, and her sacrifices will be amply repaid by the engendering of a spirit of self-reliance, and she will emerge, a comparatively little known country, to take her rightful position in the affairs of the nations.

The future, as I have said, is beset with new problems and is not entirely free from financial anxieties, but by a young people possessing great national spirit, a territorial Empire and unrivalled natural resources, the future can be looked forward to with hope and confidence.

THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:

Gentlemen:—In this, the twenty-ninth month of the war, it is my duty to present for your approval the ninety-ninth annual statement of the Bank of Montreal.

Also it is my combined duty and privilege to explain the chief changes in the balance sheet now before you. First, however, let me comment briefly upon the factors that bear most importantly upon the future course of our affairs and that have influenced our banking position in the year under review.

The outstanding business feature in Canada is an industrial condition more abnormal in character than ever before in the history of this Bank, or of this country.

The same statement applies in a greater or lesser degree to several belligerent and neutral countries, but in Canada economic conditions as well are in an unnatural state. This is partly due to the war, also a result of suspended immigration and of a lengthy period of an extravagance of which we are now feeling the cumulative effect.

Canada sold her record crop of last year at high prices, as in the years of the American Civil War, while this year we are disposing of a moderate crop at such steadily mounting prices that we again reap a golden harvest about equal in amount to that of 1915. The total value of last year's crop was $799,000,000.

Our much criticized adverse trade balance has disappeared as though by magic, and our exports are now vastly in excess of our imports.

Exports for year ended 31st October.....	$459,300,000	$550,500,000	$1,172,700,000
Imports for year ended 31st October.....	514,600,000	421,700,000	716,900,000
Total trade for year ended 31st October.....	$973,900,000	$972,200,000	$1,889,600,000

Many of our great industries have converted big floating debts, a cause of anxiety, into cash surpluses. As a natural outcome, our stock markets are booming. Not only is unemployment unknown, but unskilled labor commands wages two and a half times greater than the pay of our volunteer citizen soldiers, who so splendidly risk their lives for their country, while men engaged in "factory piece work" can earn as much as a college professor. It is, therefore, not surprising that the unanalytical minded, or those preoccupied with their own affairs, or those who have not contributed in flesh and blood to the Cause, should complacently say "Times are good."

Among those who do not join in this refrain are the men and women of the salaried class and those with small fixed incomes. These have been hard hit by war prices and are indeed finding it difficult to make both ends meet.

The present buoyant industrial conditions are obviously the direct outcome of a steadily increasing demand by the Allies for food, clothing and other munition of war at rapidly rising prices yielding large profits to the producers.

Payment for these war exports and for our surplus crops, coupled with loans of $275,000,000 effected in New York since the outbreak of hostilities, have brought money into the country at a rate not only unprecedented, even in the days of our heavy borrowing in London, but so undreamed of that we can advantageously ponder on what might have been our condition had there been no war.

An American authority has said, "The war has saved the United States from a great industrial and financial calamity."

In many respects conditions in Canada are comparable with those in the United States. In two notable respects they differ. Our neighbors across the border are adding to their wealth at a pace without precedent in history, but, unlike the Dominion, unpenalized by increasing national debt and loss of human life.

Canada's Contribution.

There is another side to this picture on which it is not well to dwell unduly, but which should be kept clearly before us. Post bellum conditions will surely weigh upon us more heavily or less heavily in proportion to our present indifference or our foresight, and in direct ratio to the steps we take to provide for inevitable problems and difficulties. Our agricultural production brings not only prosperity but stability; apart therefrom, though the cost of these alleged good times will not fall equally upon individuals, Canada as a whole will pay, and is paying already, in hard cash, reflected in a formidable national debt and in a great public debt per capita. We are also paying in that most priceless of all treasures, the blood of the manhood of our country. So far the cost to us of the war is 14,000 lives plus 45,000 casualties, and in money $354,000,000.

The transient nature of our increased exports alone is a simple index to a situation that commands the attention of all thinking people.

These views may not be acceptable to all, but they are common-sense and based upon arithmetical facts. To be forewarned is to be forearmed.

These are the main factors that have influenced and will influence the banking position—the movement in deposits and loans and the safety of both. Therefore, in my opinion, the business of this Bank should be conducted with such views plainly before us until the situation clears.

There are two obvious meanings of lightening Canada's coming burden, viz., thrift and immigration. The two are closely allied, for only by practising national and personal economy or thrift can we reduce our high cost of living—that most effective barrier to immigration. Upon immigration we mainly depend for the fuller development of our unsurpassed natural resources.

Thrift is overdue but can be started forthwith: immigration must wait, but should follow in natural sequence. I have no words at my command with which to adequately urge the necessity of an organized and individual effort to promote thrift.

The timely and eloquent "Call to Action" of our Minister of Trade and Commerce commands attention. I am not sure that it should not be preceded by a "Call to Reason," in order that the importance of the problems of the situation be impressed upon those who are living in, let us say, the paradise of the unwise.

Sane optimism and self-confidence are admirable national qualities, and should be the order of the day. There is a point where optimism loses its value and the danger of over-confidence begins. That is the point for nations to avoid.

To sum up, we are going to win the just war we are waging; we are bound to win the war, but let us emerge from it unexhausted in order that the victory over our enemies may be perpetuated and recurrence of such insensate destruction rendered impracticable.

With the advent of peace will come relief to our Empire, but to financial and trade conditions peace will bring a necessity for sudden readjustment that in Canada, as elsewhere, must tax every resource to the utmost. I am satisfied that our Banks stand prepared to meet these new conditions with the adaptability and strength that have made them the bulwark of the Canadian financial situation.

Bank's Record in Overseas Service.

Sir Frederick Williams-Taylor, in concluding, referred to the number of the staff of the Bank that had enlisted for overseas service, saying:

"As for the Bank of Montreal Contingent with the Colors, I have no words sufficiently eloquent wherewith to fully express our pride in their achievements, our grief in their losses. Forty-eight per cent. of our total male staff, or 67 per cent. of those of military age, have enlisted, 51 of our best have been killed, and 107 are wounded, missing or prisoners of war. Several of our men have been decorated by the King for conspicuous valor, and the whole Contingent is illustrious."

Election of Directors and Officers.

The vacancies on the Board of Directors were filled by the appointment of Captain Herbert Molson, of Montreal, and Mr. Harold Kennedy, of Quebec, the new Board of Directors being as follows:—

D. Forbes Angus, R. B. Angus, A. Baumgarten, H. R. Drummond, C. B. Gordon, E. B. Greenshields, C. R. Hosmer, Harold Kennedy, Sir William Macdonald, Hon. Robt. Mackay, Wm. McMaster, Sir Vincent Meredith, Bart., Capt. Herbert Molson and Lord Shaughnessy, K.C.V.O.

The meeting then terminated.

At a subsequent meeting of the Directors, Sir Vincent Meredith, Bart., was re-elected President, and Mr. C. B. Gordon was elected to the office of Vice-President.

For Manufacturers of Design Fabrics,

including cloth, silks, oilcloth, wall paper, etc.

Photo-mechanical machines and processes for making **DESIGNS FOR PRINTING ROLLERS** and for placing same on rollers.

Let us supply your wants with one of our litho-textile installations, consisting of step and repeat machine, cameras and printing frame for making design plates; machine for transferring designs on to printing rollers, and processes. Inquiry for further particulars may be made at Canadian Machinery Corporation, Ltd., Galt, Ont., Canada, where machines will be made upon order, or to the Company's home office, **Lithotex Corporation**, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
131,805	Feb. 28, 1911	137,393	Dec. 19, 1911	143,172	Oct. 8, 1912
136,208	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,277	Dec. 12, 1911	140,323	May, 14, 1912	149,258	July, 15, 1913
137,391	Dec. 19, 1911	140,760	May, 28, 1912	149,259	July, 15, 1913
137,392	Dec. 19, 1911	141,157	June, 18, 1912		

THE HORN BROS. WOOLLEN CO.

Are pleased to announce that their new plant is in full operation, the old mill being completely destroyed by fire some time ago.

The new building is modern in every respect as is also the new machinery which is especially adapted for handling our Canadian wool.

The firm will continue manufacturing "HIGH GRADE WHITE AND GREY BLANKETS, FANCY MACKINAWS AND CLOAKING," for which their mill is so well and favorably known throughout the Dominion.

The firm is making a speciality of wheeling yarn for hand-knitting especially adapted for Red Cross work. It is thoroughly scoured, a pleasure to knit and when knit will give real home comfort to the wearer.

All dealers should handle HORN BROS. PURE WOOL YARN. It is made up in 6 lb. spindles, and every skein bears a tag with the firm's guarantee on it.

The Horn Bros. Woollen Co. Limited

LINDSAY : : : ONTARIO

Dominion Button Mfrs.

LIMITED

Kitchener - Canada

Manufacturers of all kinds o

Veg table Ivory, Fresh Water and Ocean Pearl Buttons.

The largest and oldest button manufacturers in Canada.

John Ainscow & Co., Ltd.

Spinners and Manufacturers,

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street, MANCHESTER.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA







In Your 1917 Plans
Include a Toilet Goods Department

Taylor's

Soaps and Perfumes

Bring Increased Business to You

Dry goods merchants are coming to their own; the dry goods store is the legitimate place for women to purchase Toilet Requisites. You should be getting the profit from the sales of Talcum Powders, Toilet Soaps and Perfumes.

In your store plans for 1917, include a Toilet Goods Department and watch your sales increase.

Taylor's Soaps and Perfumes bring substantial profit, they are well liked, well known through wide consumer advertising and are quick sellers. Other merchants are well satisfied with the results of a Taylor Toilet Department. You will be equally pleased.

We are at your service to suggest and help you, to get a Toilet Department profitably started.

John Taylor & Company, Limited

MAKERS OF FINE SOAPS & PERFUMES

Established 50 Years

12 Wellington Street East
TORONTO - . - CANADA

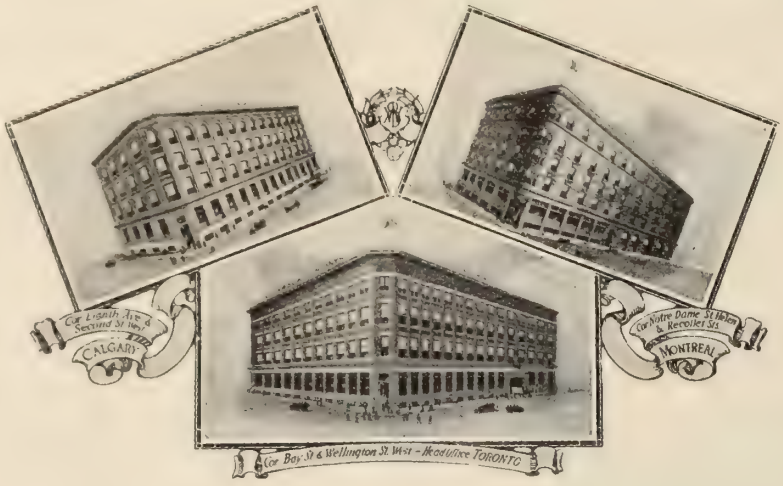
Medals 38 Awards

SEND FOR CATALOGUE

THE LARGEST AND OLDEST PERFUME AND SOAP MAKERS IN CANADA

THE W. R. BROCK COMPANY (Limited)

THE YEAR
NINETEEN
SEVENTEEN



AT this—the beginning of another year, *we take the opportunity of wishing our customers the Compliments of the Season,* and *that all may enjoy a very Happy and Prosperous New Year.*

WE would announce—continued and complete preparedness in all departments to meet the demands of the present and coming season.

OUR travellers are again on the road, with ranges representative of the bulk of our Spring lines

For Season 1917.

LET our Order Department serve you when emergency calls for a prompt and expert consideration of your requirements.

Always at your service to render best aid.

THE W. R. BROCK COMPANY (Limited)

Wholesale Dry Goods, Carpets, Smallwares, Woollens, Underwear, Hosiery, Ladies' Ready-to-Wear Garments, Men's Furnishings

Bay and Wellington Streets

TORONTO

BUSY TIMES FOR OUR "INQUIRY" DEPARTMENT

Subscribers Seek Information on Spring Markets, Waste Paper Buyers, Hosiery Protectors, Chamois Waistcoats, Textile Papers, Etc.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of December:

DRY GOODS MARKETS FOR SPRING

———, N. B.—Will you kindly give us your opinion regarding the dry goods market for Spring? We are inclined to think that prices have reached the limit, and believe that by the first of the year there might probably be a slump in the cotton market.

Answer—Two replies were sent to this inquiry and the same subject is taken up in this issue. In brief, the position taken was that prices had not reached the limit especially in woolen goods, and linens, and probably cottons, but that in buying it was the safest policy to go cautiously and not load up at present excessive prices. Where goods go "too high," fairly satisfactory substitutes invariably appear.

SELLING WASTE PAPER

Sorel, Que.—Will you kindly let us know where we can sell waste paper such as is gathered in a dry goods store and about what it is worth. Some firm near Montreal preferable.

Answer—J. R. Walker & Co., 35 Common St., Montreal. Price quoted by large Toronto dealer of $13 per ton, f.o.b. shipping point, for baled paper in carload lots; or, in less than carload lots, $13 delivered in Toronto.

CHAMOIS LEATHER WAISTCOATS

Midland, Ont.—Will you kindly inform us the address of a firm where we can obtain men's chamois leather waistcoats suitable for soldiers, wholesale house wanted.

Answer—Almost impossible to secure from British or other men's wear dealers now as chamois has been taken up by British Government for war purposes. A sort of buck skin line carried by wholesale drug houses.

GREY FABRIC FOR SOLDIERS' MUFFLERS

Renfrew, Ont.—Can you tell us where we can secure grey wool eiderdown or other fabric material for mufflers for Red Cross purposes?

Answer—Five samples were secured from four different houses and forwarded with prices.

PROTECTORS FOR HOSIERY

Barrie, Ont.—Will you kindly let us know where it is possible to procure "Togards" protectors for lisle and silk hosiery.

Answer—Try Samstag Hilder Bros., Broadway at Fifth St., New York City.

A TEXTILE PAPER

London, Ont.—Can you give us the name of a good textile paper?

Answer—The "Textile World Journal," New York City, now combining the "Textile World-Record," and, the "Textile Manufacturers' Journal," or The Textile Mercury, Manchester, England.

¶—Dry Goods Review would appreciate hearing from Supply Houses whose names are omitted inadvertently from the answers given above.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

The Spirit of Spring



Salient Spring Sports Suit features are here depicted. Lines are straight; pattern striking. Checks, stripes and spots are best for sports wear and the first two are smartly combined here in soft, rough-finished silk. A few large buttons for fasteners; side belts finished with buckles; pockets large; side plaits in coat and skirt; novel collar and sleeve finish; skirt narrower and merely a shade longer than last season. Hat of Georgette and straw with hand-worked band.

Dry Goods Review

VOL. XXIX. TORONTO, JANUARY, 1917 No. 1

PLAY SAFE IN SPRING SELLING DO NOT GAMBLE IN SPRING BUYING

EVEN more important than WHAT you sell for the Spring of 1917, Dry Goods Review believes, is the PRICE at which you propose to sell it.

We are not advocating applying an upward pressure to the cost of living; we are urging the merchant to make sure that he is securing a SAFE margin of profit.

The safe margin of profit that did duty in 1913-1914, because it covered the normal expenses of that period, and the low levels that poor business enforced in 1914-1915, are being discarded by most of the shrewd merchants as no longer a safe basis for marking their goods for Spring 1917.

The Review has found in scores of stores during the past six months or more, that merchants have been content to maintain the mark-up of previous years, even in cases where foresight persuaded them to lay in stocks that now are 30, 40, 50, 60 or 75 per cent. more valuable, at the current market basis.

They declare that so long as the low-priced goods last, "we intend to give our customers the advantage," that these will "appreciate" this treatment, and "stick" by them even under the more unfavorable conditions of higher prices later.

The "gratitude" of the buying public may or may not be a negotiable quantity when, later on, their "gratitude" has nothing substantial to feed itself upon.

At a time when declining markets will be the inevitable postlude to assured negotiations for peace, will the "gratitude" of the buying public, that was generated by low selling prices in 1915 and 1916, step in and uphold the merchant with a normal margin, when his competitor decides to sell on the new low-cost basis?

PLAY SAFE NOW: start with your Spring prices in the creation of a RESERVE to meet whatever is to come. If you don't need it late this year, Lloyds will not charge much to guarantee that you will in 1918.

Scores, as we have said, of merchants in Canada are selling goods below present wholesale prices. In some lines it may well be policy to keep down prices so long as your supply at the old price lasts:— in your "leader" lines,—but not so all over your store.

We are not advocating holding up prices so high that they will check the sale of your stock; your purpose as a merchant is to turn your stock to keep it moving.

But there is a GOLDEN MEAN OF SAFETY, that will cover your needs and protect your customers as well. The Review pondered long on some method of downright proof to many merchants that their selling prices were frequently too low, and finally decided upon a sort of optical demonstration such as is given in the next few pages, and will be continued in several succeeding issues by listing the ACTUAL SELLING PRICES of some of the most level-headed and successful merchants in Canada, (1) as THESE were in 1914, (2) as they were at the close of 1916, and (3) as they will be after stock-taking has cleared the decks for 1917.

We believe it will pay every merchant to study and compare these prices. Not that any single city's group or any single price in any one place should be considered as binding upon selling prices elsewhere,—for too many factors decide the price of prints here, or of towels there, or hosiery in a third place.

Rather the idea is to show the general trend of prices, the average mark-up in a group of items in one centre or another; to persuade some here, and some there, that their own prices are below the margin of safety.

PLAY SAFE in SELLING—and DO NOT GAMBLE in BUYING!

This is the keynote to the Annual Spring Number of Dry Goods Review for 1917.

STRICTLY CASH, OR INTEREST AFTER 30 DAYS

Plan of General Merchant at Campbellcroft for Ending Long Credit System Has Worked out successfully—Taking Farmers' Notes—Buying New Goods After Three Requests.

IS a cash business in a general store to be desired? This is a much discussed point, some people claiming that it is and others favoring a well regulated credit business, as much the more stable form of trade.

The farming communities however offer many conditions that complicate the discussion. For instance the farmers' business is a year business. He receives payment for his goods largely at one particular period of the year. At other times while perfectly solvent he may be short of actual cash. This has led to extended credits that have proved a very great hardship for the general merchant. A city merchant grumbles if his accounts slip over into the second month. A general store's open accounts may often run a year and when the season is bad sometimes slip over into the second or third year. These accounts too at the end of this period often amount up into the hundreds. This places the general merchant in a position of great difficulty. If he has not a very large cash reserve, he may find it very difficult indeed to finance.

Is the Cash General Store a Possibility?

Is it possible for the general store to adopt any other system? The chorus of answering "No's" seems almost unanimous. But there are some dissenting voices. It is possible to remedy the situation they declare. It is possible to put a general store business on something like a cash business, without in any way antagonizing the patrons of the store. It is possible. Here is one man who has done it.

Farewell to Mildewed Accounts

The store referred to is that of P. C. Hanna of Campbellford, Ont. Up to May, 1915, Mr. Hanna had followed the general precedent, and he had the usual fine display of accounts that were almost mildewed with age. Some of them were good in as far as they were ultimately collectable, some of them were unquestionably bad. As Mr. Hanna pondered the situation, he came to the conclusion that from a strictly business standpoint they were all bad. Here were goods sold three years ago, still not paid for that had in some cases more than doubled in value. Was this good business? If it was, Mr. Hanna could not see it in that light. He began to figure the proposition out.

Farmer a Good Financial Risk

The farmers were not actually poor. Therefore having money their credit should be good, even if their money was tied up in a prospective crop. Why then, thought Mr. Hanna, should he display all the confidence. If this crop prospect were a real asset, why should not the farmer be content to finance with it as a backing? From this idea grew the General Cash store as an actual experiment in business. It is not a cash store as the retail trade accepts that term, but rather in the way the wholesaler considers it, counting 30 days as a cash basis.

Only Thirty Days' Credit, Then Interest

In May, 1916, this new system was inaugurated. A notice was sent out to all Mr. Hanna's customer's pointing out how the war had changed all conditions of business and had made the financing of a large stock a much more difficult task than it had been in the past, and outlining his proposition for making the store from that date a cash store allowing only thirty days' credit. A good many of Mr. Hanna's friends predicted a sudden and complete demise of the business he had built up with such care. A cash store, even that kind of a cash store wasn't a possibility in the country, they said. Mr. Hanna believed otherwise and went ahead. With what success?

Increased Under New System

Well, Mr. Hanna keeps a monthly balance on all his business. That ought to show whether business was falling off or not. The first month of the business under the new system, showed very little change over the same month of the preceding year, if anything it had a little better than held its own. The following month however when the scheme had a real chance to show itself the business showed an increase over the preceding year of a cool $1200. And mark you that wasn't in the doubtful asset of a statement but in good coin of the realm, or else in notes that were discountable at the bank and that, in the interval, paid their way.

Taking a Farmer's Note for Credit

Under the new system a surprisingly large number of accounts are actually paid on maturity. When a man, however, is not in a position at the moment to meet this liability Mr. Hanna takes a note for six months. In all instances this has been readily given. This note bears interest at 7 per cent. before and after maturity. Now seven per cent. may not be a very gilt-edged profit, but it's a long way better than nothing, and it's a still longer way better than having to borrow money at seven per cent. to help carry these long overdue accounts on the books. These notes are negotiable. But Mr. Hanna does not discount them. If it is of advantage to the bank to discount these notes it is also of advantage to the merchant to hold them himself. Even seven per cent. is an item worth considering. Mr. Hanna does not, however, forego all the advantages that the possesion of this negotiable paper gives him with the bank. He deposits these notes as an evident and available asset, and they are recognized as such by the bank.

New Goods on Third Call

It is not safe to draw conclusions from one case as to what might be feasible in another, but in Mr. Hanna's case, at least, this has been a shining and outstanding success. Of course there may be a good deal in Mr. Hanna's method of doing business. He is a man of many ideas, and possibly some of these have also had a good deal to do with his success. For instance, how many men have any system in ordering new goods? Well, Mr. Hanna has. He keeps what he calls a "Want Book," when a new article is asked for he does not at once order it. He used to, only to find that the one demand was possibly the only one he had. Now he enters the demand in the Want Book, if there is another request for the same article received he makes an additional entry in the book. If it is asked for a third time he considers that there is a real demand, and the article is at once stocked.

All new goods have to meet this test of three calls before they are stocked. In this way he has been able to avoid dead stock to a most extraordinary degree.

Working With Drummer to Beat Mail Order House

"What about the mail order business? Mr. Hanna was asked. "Does it curtail your trade to any extent "

"Not much," he thought.

"A good many merchants do the mail order house's advertising for them by talking against them all the time." A little opposition he thought, didn't do any harm anyway. The hardest opposition any man could have was none at all; this was his situation.

"It gives the people nothing on which to base a comparison of prices and consequently they often think that they are being overcharged when there is no justification for such a suspicion. In this way the mail order house has done him some good.

Keeps Posted on Customers' Wants

Not that he lets them have their own way. He has his own methods of meeting the competition. And "the head and the hoof" of these as Kipling would say, is to keep posted on his customers' wants. With that end in view he spends a good deal of the time out in the country. He does a large produce business, of which mention will be made later, and while engaged in this he keeps posted on what is going on. If a farmer is building a new barn, there is roofing, lightning rods or a windmill to be thought of. If he doubts his own ability to sell this man he gets in touch with the wholesaler. The tip is worth something to them and they will send an expert salesman.

Mr. Hanna instanced one little trip with a salesman when they had sold 145 squares of roofing, in a couple of hours. His profit on this little transaction netted him $58.00.

This matter of keeping abreast of the farmers' needs and suggesting them almost before they have entered the farmer's own mind has helped him greatly in his business. For instance Mr. Hanna says: "There is a lot of information that may be gained in studying outgoing and especially incoming freight. It lets you know who is buying and where; valuable hints may often be gleaned this way."

Letting Farmer Weigh and Count Own Goods

The handling of produce is one of the big ends of Mr. Hanna's business and here too he has some ideas of his own. "For one thing," said he when asked what methods he adopted, "When poultry of any description is brought in I always let the farmer weigh his own. I examine the weight afterwards of course, to make sure, but more as a matter of curiosity, as it were, not in a way to make them think that I doubted that it had been correctly weighed. That saves a lot of suspicion on the part of the farmer."

He follows the same system in buying eggs; the farmer counts them himself.

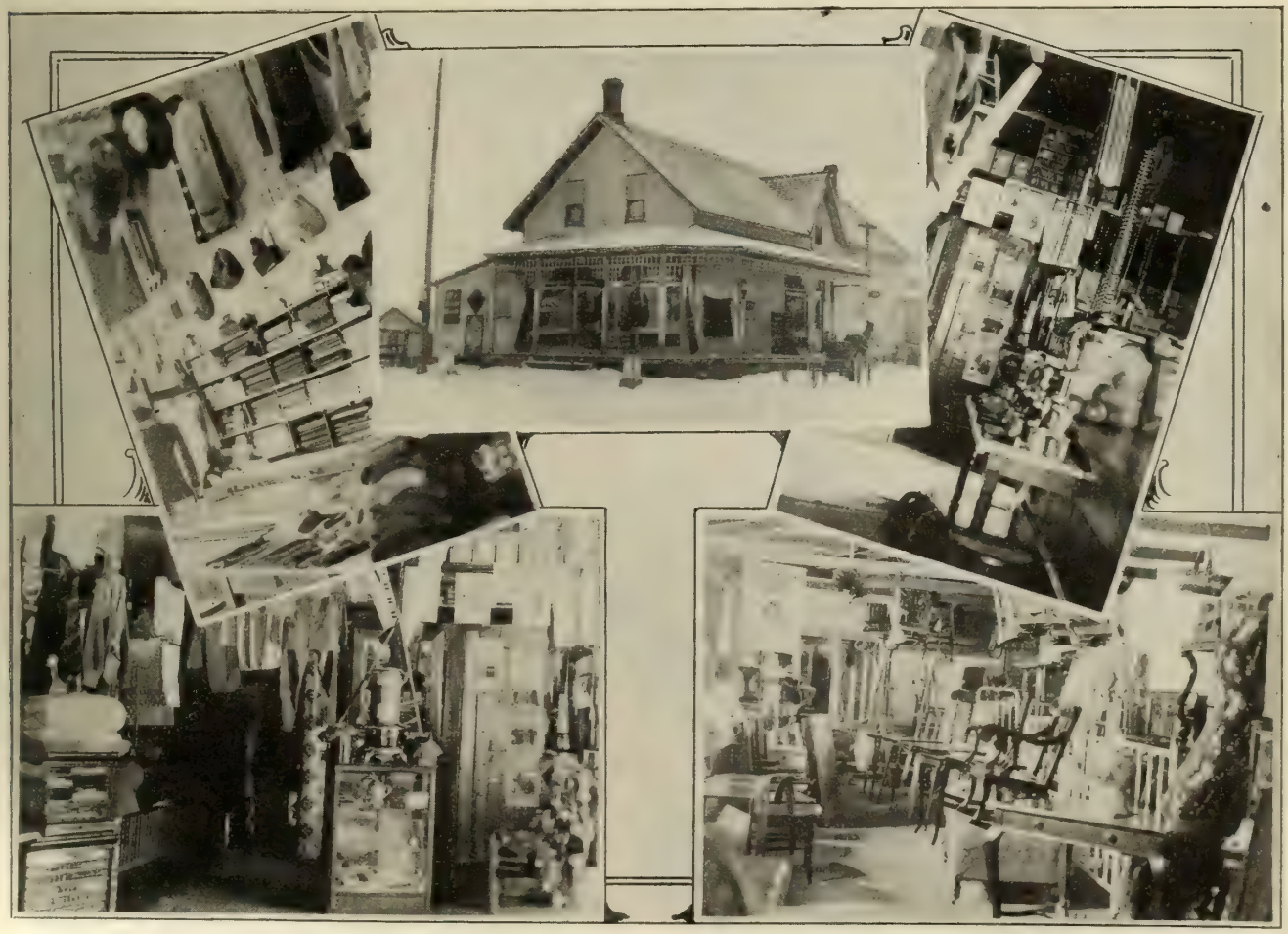
"If the farmer claims to have 15½ dozen and my count shows only 15 I never dispute the point with him. I may have made a mistake, and, anyway, if I check him up, I will probably offend him and the loss doesn't amount to much. Of course if it happened regularly, that would be a different matter."

Mr. Hanna does a big business in this line. For instance during the egg season he often ships over 800 dozen a week, butter, 800 to 1,000 lbs., while weekly shipments of poultry often run as high as 3,000 lbs. and around the Christmas season often more.

Cash Price Trade Price for Produce

Since his new cash business system went into effect Mr. Hanna has adopted a new method of handling produce too.

Continued on page 32



Some views of the exterior and interior of P. C. Hanna's store at Campbellcroft, Ont.

STATEMENT AND LEDGER ON ONE SHEET

Counter Checkbooks Used From Which Items are Copied to Statement Forms—Duplicates Kept of Both Statement and Ledger Forms—System of Keeping Accounts That Has Given Satisfaction to User

THERE is a tendency among retail merchants to conduct their business without an adequate system of determining their costs, declares the Federal Trade Commission of the United States in an introduction to a pamphlet on "A System of Accounts for Retail Merchants." Nor does that condition of affairs apply to that country more than to Canada.

Several obejcts, beyond the natural personal one, should impel the merchant to such a system. One is that the banks are paying more attention than ever before to the accounting systems of the merchants, and if a retailer can show definite progress from accurate records in his books, credit is much more likely to be forthcoming. One of the points to which the banks give special attention is whether the prospect for a loan makes proper provision for depreciation in certain portions of his stock, his fixtures, etc. The steady advance in the cost of doing business makes it more than ever imperative that the merchant should know exactly what it costs him to do business, what are his real profits, what each department of his store is doing by itself, or else, ignorant as to the weak points in his busines, he may lose out in competition with rivals who are better informed.

The Commission in order to assist the merchants in introducing a proper system suggests a number of forms that will furnish the required information with the least effort.

One of the points, in fact the essential one is that there be definite knowledge of the overhead expenses. Many merchants have only a hazy idea of this with the result that often goods are sold actually at a loss.

How to Figure Out Selling Price

The most convenient way of arriving at the proper percentage that must be added to the first cost of the goods to cover overhead is to find the average ratio that the operating expenses bear to the sales. For instance, if the sales for the year were $25,000 and the expense of conducting the business was $5,000, the overhead was one-fifth, or twenty per cent. Add to this the desired percentage of profit, and deduct the total from 100, and this will give the percentage the invoice price bears to the selling price. For instance, if the overhead is 20 per cent. and the profit desired is 10 per cent., subtracting from 100 gives 70 per cent.; that is if the invoice cost is 70 the selling price will be 100. This is vastly different from saying that if the cost price is 100 the selling price will be 130. To get 100 from 70 as a starting point you must add 42 6-7 per cent. making it ten-sevenths, whereas if the cost is taken as 100 you add only 30 per cent., which does not nearly cover the overhead and the profit desired.

Turn Stock as Often as Possible

Another point emphasized by the Commission is that the stock should be turned as often as possible in order that the profit be as great as possible. "To ascertain the turnover divide the cost of goods sold during the year by the cost of the average stock carried."

Four books are suggested to operate the system of accounts that is advised. Journal, General Cash Book, Invoice Book and Ledger. "From these books certain statements, particularly a monthly summary of business, a profit and loss statement, and a balance sheet should be prepared at definite periods in order to present the results in comprehensive form."

The Journal

The ordinary two-column journal can be used. The opening entry is an inventory of assets and liabilities. The totals of the charge sales as shown by the sales checks should be entered in the Journal, debiting Accounts Re-

GENERAL CASH BOOK.

A Debit—					B Credit—						
Date, Name of Description Acct.	L.F.	Collections on Accts. Rec.	Cash Sales	General Accounts	Date	Name of Acct.	Description	Check No.	L.F.	Disct. on Purchases	Payments on Accts. Pay.	General Accounts

INVOICE BOOK.

Date of Entry	Date of Invoice	Invoice No. of	From whom Purchased	Address	Ledger Folio	Amount of Invoice

MONTHLY SUMMARY OF BUSINESS, 1916.

	Net Sales.			Buying expense.		Selling expense.			Delivery expense.		General expense.							Total Expense.	Per cent of Net Sales.
	Credit.	Cash.	Total.	Salaries and Wages of Buying Force.	Miscellaneous Buying Expense.	Salaries and Wages of Sales Force.	Advertising.	Miscellaneous Selling Expense.	Salaries and Wages of Delivery Force.	Miscellaneous Delivery Expense.	Management and Office Salaries.	Office Supplies and Expense.	Insurance on Stock and Store Equipment.	Taxes on Stock and Store Equipment.	Losses from Bad Debts.	Miscellaneous General Expense.	Rent.		
Jan.	$3,356.31	$1,301.65	$4,657.96	$25.00	$14.00	$177.33	$30.00	$3.75	$102.67	$8.08	$269.00	$22.03	$1.61	$2.50	$33.56	$26.79	$71.25	$787.57	16.9
Feb.																			
Mar.																			
Apr.																			
May.																			
June.																			
July.																			
Aug.																			
Sept.																			
Oct.																			
Nov.																			
Dec.																			
Total,																			
Per cent of Net Sales																			

FORM A.

ceivable and crediting Sales. The totals of the credit tickets are also entered in the Journal, debiting Sales with returns, and Sales Allowances with price concessions, and crediting Accounts Receivable. Other items to be entered are those that do not go through the Cash or Invoice Book, such as notes receivable or payable, allowances or connections of purchase invoices after entry in the Invoice Book, the various adjusting entries and the closing entries.

The General Cash Book

The suggested form for the Cash Book has been drawn for the convenience of readers of THE REVIEW, with the debit and credit sides. The cash receipts should be deposited daily in the bank and payments be made by check. The total of cash sales for the month should be checked against the total of cash sales slips, and is then posted to the credit of Sales; that of the Collections on Accounts Receivable to the credit of Accounts Receivable Account, and that of Payments on Accounts Payable to the debit of Accounts Payable account. The total of the Discount on Purchases column is also posted to the debit of Accounts Payable.

All payments for expense items other than petty cash should be entered on the Cash Book as made and posted therefrom to the proper accounts.

The Invoice Book

A sample of this is given herewith. The postings are made direct from this book into the Purchase Ledger, and the total at the end of the month carried to the debit of Merchandise Purchases and to the credit of Accounts Payable.

A sales slip must be made out for every sale, and the daily total of these give the sales for the day. The cash sales slips are checked against the cash received.

The Ledger

The accounts in the Ledger should be arranged in the following order: 1.—General Accounts; 2.—Accounts with Trade Creditors; 3.—Accounts with Trade Debtors. Accounts with trade creditors and with trade debtors should be arranged alphabetically, using preferably a loose leaf ledger. When the volume of business permits it is advisable to use three ledgers, a general, a purchase and a sales ledger, keeping controlling accounts of the purchase ledger and the sales ledger in the general ledger. Where only one is used it should be divided into three sections.

Customers are charged with goods purchased direct from the charge slips. These are first listed then turned over to the bookkeeper, who posts them to the debit of the proper accounts, listing the amounts as he posts, then comparing his total with that of the first list, which must agree. Credit entries for allowances, etc., are made from the credit slips.

Posting the ledger therefore must come from four sources, the cash book, the invoice book, the sales and credit slips.

Monthly Summary of Business

The form reproduced here will be found very useful for monthly and yearly comparisons of expenses and ratios. The figures are taken from the ledger.

Profit and Loss Statement

The amounts for making up this statement can be had from the ledger and the trial balance. It is made up at such time as the inventory is taken.

SHIPMENTS ARE UNCERTAIN

EVERYTHING in the line of draperies, window curtain materials, nets and lace curtains are coming in very small and uncertain shipments. Prices are high and dyes not guaranteed. Nothwithstanding all these difficulties, however, jobbers all report that it was never easier to sell goods no matter in what community. Deliveries of rugs and carpets are fairly good for Spring.

BALANCE SHEET, JAN. 31, 1916.

	ASSETS.						
	CURRENT ASSETS.						
1	Cash on hand and in bank			$1,611	67		
2	Notes Receivable—Trade Customers			191	84		
3	Accounts Receivable—Trade Customers	$3,518	81				
4	Less Reserve for Bad Debts	33	56				
				3,485	25		
	Inventory of merchandise (at cost)			2,909	06		
5	Prepaid Insurance			100	14		
6	Accrued Interest Receivable				71		
	Total current assets					$8,298	67
	FIXED ASSETS.						
7	Store Property	4,500	00				
8	Warehouse Property	1,975	00				
		6,475	00				
9	Less Reserve for Depreciation on Store and Warehouse	26	98				
				6,448	02		
10	Store Equipment			272	71		
11	Office Equipment			74	37		
12	Delivery Equipment			396	67		
	Total fixed assets					7,191	77
	Total assets					15,490	41
	LIABILITIES AND CAPITAL.						
	CURRENT LIABILITIES.						
13	Notes Payable—Trade Creditors	1,210	50				
14	Notes Payable—Banks	900	00				
15	Accounts Payable—Trade Creditors	3,685	72				
16	Accounts Payable—Others	485	00				
17	Accrued Interest Payable	19	23				
18	Accrued Salaries and Wages	82	00				
19	Accrued Taxes	7	75				
	Total current liabilities			6,390	20		
21	Mortgages Payable (warehouse)			1,250	00		
	Total liabilities			7,640	20		
22	Proprietor's Capital Account			7,850	24		
	Total liabilities and capital					15,490	44

FORM C.

PROFIT AND LOSS STATEMENT, JAN. 31, 1916.

								Per ct.	Per ct.
23	Sales					$4,659	96		
24	Less Sales Allowances					2	00		
	Net sales					4,657	96		100.0
	Inventory of merchandise at beginning			$3,451	09				
25	Merchandise Purchases (cost delivered at store)			2,759	67				
				6,210	76				
	Deduct Inventory of merchandise at closing	$3,062	17						
	Less Stock Depreciation	153	11	2,909	06				
	Net cost of goods sold					3,301	70		70.9
	Gross profit from trading					1,356	26		29.1
	BUYING EXPENSE.								
26	Salaries and Wages of Buying Force	25	00						
27	Miscellaneous Buying Expense	14	00						
	Total buying expense			39	00			0.8	
	SELLING EXPENSE.								
28	Salaries and Wages of Sales Force	177	33						
29	Advertising	30	00						
30	Miscellaneous Selling Expense	3	75						
	Total selling expense			211	08			4.5	
	DELIVERY EXPENSE.								
31	Salaries and Wages of Delivery Force	102	67						
32	Miscellaneous Delivery Expense	8	08						
	Total delivery expense			110	75			2.4	
	GENERAL EXPENSE.								
33	Management and Office Salaries	269	00						
34	Office Supplies and Expense	22	03						
35	Insurance on Stock and Store Equipment	1	61						
36	Taxes on Stock and Store Equipment	2	50						
37	Losses from Bad Debts	33	56						
38	Miscellaneous General Expense	26	79						
39	Rent	71	25						
	Total general expense			426	74	787	57	9.2	16.9
	Net profit from trading					568	69		12.2
	INCOME FROM OTHER SOURCES.								
42	Interest	17	09						
43	Cash Discounts on Merchandise Purchases	6	55						
44	Rent Income (net)	16	52						
45	Miscellaneous Outside Income	2	00			7	98		
	Total net profit					576	67		

FORM B.

FORM A.

THE BUSINESS PROFITS WAR TAX ACT, 1916

FOR INCORPORATED COMPANIES

NAME OF COMPANY	ADDRESS OF HEAD OFFICE	*Address in Canada to which notice may be sent	Bonds including Debenture Stock	CAPITAL STOCK PAID UP		Unimpaired reserve, fund or accumulated profits	Total of paid up stock, unimpaired reserve, reserve and accumulated profits	Net Profits	Accounting Period	*Value of assets in Canada	*Value of assets outside Canada	*Profits of Canadian business
				Preferred	Common							

Form sent out by Finance Department to incorporated companies.

FINANCE DEPARTMENT SAYS "ORIGINAL COST"

New Commisioner on Taxes Agrees With Theory That Inventory Should be Taken at "Original Cost"—Department Will Accept This as Fair Basis—Not After the "Last Cent."

From interview by Dry Goods Review representative with R. W. Breadner, of the Finance Department, Ottawa.

THE attitude of the Department of Finance and the new law on the taxation of excess profits on a capitalization of $50,000 and over, in its relation to the annual valuation of the stocks, both of manufacturers, wholesalers, and retailers, has been ascertained by a staff member of DRY GOODS REVIEW in an interview that was secured with the Commissioner on Taxes, R. W. Breadner.

In a word, Mr. Breadner, who has been placed in charge of the new department by Sir Thomas White, declared that the department not only "allows" the merchant and the manufacturer to value their stocks on the basis of the cost, in spite of the big advances that have taken place lately, but will encourage them to follow this practice.

DRY GOODS REVIEW found the new official thoroughly in sympathy with the theory which we have been endeavoring to impress on every merchant, that he should form his plans, both in buying and selling, on the assumption that a turn is certain to come in the market with a suddenness that cannot be met on the instant, and will require "preparedness" of many months to meet with comfort.

THE BIGGEST PROBLEM OF THE YEAR

Undoubtedly the biggest problem that has faced the merchant in years has been the question of stock-taking this year. In the first place the past twelvemonth has seen such remarkable advances in the cost of goods that every merchant finds himself to-day with a very considerable increase in the amount of capital tied up in his business. Some retailers have partially overcome this by reducing their stocks; but, when the increased costs of doing business are added to the advanced valuation of stocks, it is safe to assume that all retailers have more money tied up now than ever before. Important problems arise out of this situation, involving banking arrangements and matters of credit generally. The problem of the moment, however, is that of the inventory.

In last month's issue two articles appeared, dealing with several phases of stock-taking. The question was discussed as to whether the retailer should take stock at the original cost of the goods in stock or at the present wholesale value of same and the conclusion was reached that it was better to "play safe" by inventorying goods on the basis of original cost. Since the appearance of this article there has been considerable discussion in the trade and the conclusion reached has found very general acceptance. It is probable that a large majority of merchants will proceed along these lines.

Another point that comes up in this connection is the matter of war taxes. The Government exacts a tax on war profits and the question arose as to whether increase in the value of stock held as a result of rising prices could be counted as profits. This interpretation would have created a serious situation and DRY GOODS REVIEW sent a representative to Ottawa to get information from the Government on this point. The result of the visit is given in the accompanying article.

Unwise to Inflate Values

The commissioner realizes that with the market reversed it may be difficult to secure normal profits and that it is unwise for a merchant to inflate the valuation of his stocks at this time simply because wholesale prices happen to be high.

The new Act, as most will recall, gives the Government 25 per cent. of the profits after allowing 7½ per cent. dividend on the capital. If the stock is taken in at the present wholesale cost prices, the net "profits" will be correspondingly greater than if the basis of the inventory were the invoiced cost of the goods.

Not Out After the Last Cent

"If the merchant advances his valuation as you sug-

gest, he will show a big surplus, which at once becomes taxable, but we do not wish to gain from this. The department desires to administer the Act with equity and fairness. **We are not going out after the last cent; we are not going to jeopardize any one. Just as in the case of the "stocks" of the stock market, we do not recognize high quotations as real assets, for the market may drop the next day.** We would accept the price paid by a "private" shareholder as a far more reliable criterion—the value he considers the stock to hold for investment purposes.

Take in Stock at Actual Cost

"So with 'stocks' in the form of merchandise. We would not consider the increase in value as profits until the goods actually had been disposed of. **Let the merchant set down his merchandise at actual cost;** if he makes more when he comes to sell it, he will get it next year; if the market goes down, then he is not out in his estimate for 1916."

Many Inspectors at Work

The department has a number of inspectors at work in various centres advising manufacturers, jobbers, retailers, and all other kinds of business firms as to the proper method of figuring out their returns to the Government. There are two or three at work practically all the time in Toronto, one in Hamilton district, one in London, two in the Lower Provinces, three in Quebec, one in Winnipeg, another in Calgary, another in Vancouver, and so on.

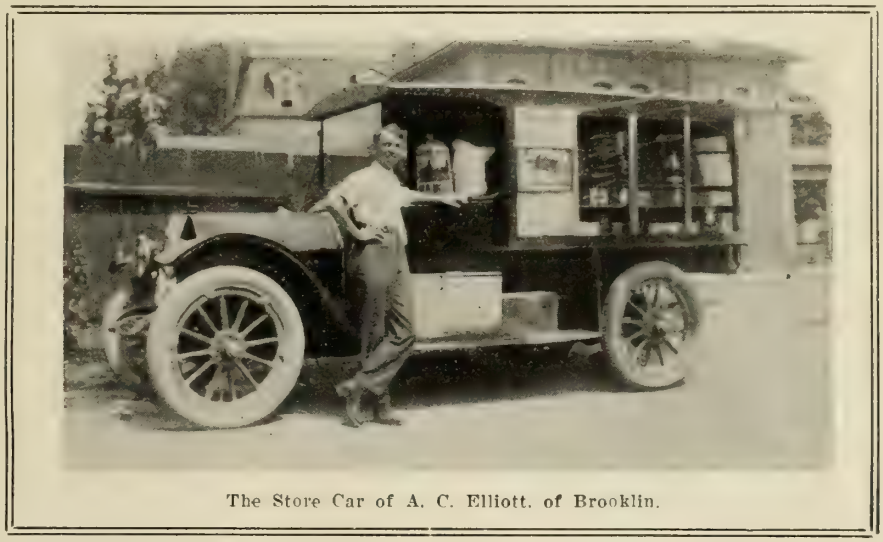
TOURING CAR BRINGS STORE TO THE FARMER

Ingenious Plan of Brooklin Merchant to Meet Mail Order Competition — Transforms Truck Into Up-to-Date Store—Unqualified Success—Business Increasing Forty Per Cent.

PROBABLY the greatest menace that faces the general storekeeper is the encroachment of the Mail Order houses on his territory. The spread of the rural mail system, that now covers with its network of routes, a good percentage of the rural communities everywhere, has added a new factor to the case.

The busy farmer's wife, or for that matter the farmer himself, can write a letter at night that only requires a step to the post box, while the long drive to town, often over bad roads, brings a consequent loss of time and delay in work, in themselves, no mean item in these days of labor shortage. All these are saved.

It looks on the face of it as though the mail order house has a rather large advantage over the local dealer, in this way alone. On the other hand, the local dealer has this advantage in his favor, that most people like to see the goods they buy. If he can get his possible customers into his store, he will probably be successful in selling them the bulk of the things they need. But if he can't get them to visit the store, or if they visit it irregularly, he may then be compelled to watch the bulk of the trade, that should by rights be his, find its way through the rural delivery box to the mail order house.



The Store Car of A. C. Elliott, of Brooklin.

Meeting the Mail Order Competition

Various ways have been devised of meeting this difficulty. One of the latest of these is the scheme of A. C. Elliott, of Brooklin, Ont., of taking his store to the farmer. An attractive dodger, sent to all his customers or prospective customers outlines the scheme:—

"Last Fall we bought a large second-hand automobile with the idea of turning it into a motor truck delivery.

"We realize in these times of scarce labor the trouble it is, and the time you waste by breaking into a day to go to the store, and just as soon as possible we are going to ask you to let us call at your door at least once a week, and, as we honestly believe, save you both time and money.

"We are going to start as soon as the roads are fit and keep on as long as they stay fit. We are going to carry as complete a line of groceries as if you came to the store, and as much else as possible. As a great many of you know, our stock is one of the largest of any general store in the country. We think we can give you the best service, and we hope it will be to our mutual benefit if you will let us call."

Here is the scheme. Not to worry over the menace of the mail order house, but to meet them on their own ground. To give the farmer the same service with just a little bit added on the side, for here are the goods for actual inspection.

A Movable Store

Regarding the practical details of the scheme. The car is made to do just what is promised. As far as is possible, it does carry an actual store equipment. It was built to do this to the best possible advantage. As will be seen by the illustration, a regulation body was built on the car chassis, the sides that are closed while on the road are so made that they will lift up on their arrival at the farmer's home. Thus the store's display is brought to the farmer's

attention. Each side has three shelves facing outward, the lower two shelves are for all varieties of groceries, and their extent renders it possible to carry a very representative line of all manner of grocery goods. The upper shelf is reserved for overalls and staple lines of dry goods. The large box on the running board contains coal oil; as is evident, it is kept well away from the other commodities. A similar box on the opposite running board carries lines of fancy biscuits.

The policy of Mr. Elliott was to carry a full line of goods as far as possible. Groceries of all kinds, standard remedies, tobacco, men's overalls, work shirts, prints and hose, were among the articles that were fully stocked. In the more bulky lines, such as boots, only samples were taken, on which orders were solicited for the next week's visit.

There was an opening up the centre of the car for the carrying of butter and eggs, where there was accommodation for 200 dozen of eggs. These goods were sold mostly in the Brooklin market, which is held every week, though a considerable number go to Toronto and Montreal.

A Strictly Cash Business

There was very little cash paid out in connection with this produce business. As the goods were there to be seen and purchased, the impulse was to take payment in goods rather than cash. Indeed, cash was an element of the whole business. Mr. Elliott does not favor a credit system. In his circular he featured the fact that the business done was to be on a strictly cash basis. In operation he did not find this as difficult as he had expected; very few people asked for credit, and on the whole six months' work, owing to the new venture, there was not 3 per cent. added to the credit accounts of the store.

Business Increases 40 Per Cent.

Did the farmers appreciate the convenience that was thus offered them, is a natural question. Well, after all, results talk. In the six months of operation, a very large number of new customers had been added to the clientele of the store; moreover, the actual business had shown a net increase of 40 per cent. There are some people who, no doubt, will quarrel with the scheme for many reasons, but, after all, 40 per cent. does talk, and talk pretty loudly at that.

Cost of Operation is Light

What about the actual cost of operation? To begin with, the car was a second-hand seven-passenger touring car and did not cost a great deal of money in the first instance. The body was mostly built by Mr. Elliott and his son in their spare moments. When finished, this truck was capable of carrying 1,500 pounds, which was found to be more than ample. Though this truck has been on the road four days in the week, in all weathers, making an average of 20 miles a day for six full months of the year, there are still three of the tires that came with the car actually doing business as well as ever, so it is evident that the repair part of the bill has not been heavy, and Mr. Elliott assures us that the actual upkeep of the car has been a very small item. The automobile store is presided over by Mr. Elliott's son, who has been associated with him in business for the past thirteen years.

On the face of it, this scheme looks as though it ought to be a fairly successful way of meeting and to a great extent counteracting the mail order house competition.

A. R. Craig & Co., general merchants, Verwood, Sask., have been succeeded by Schommer & Bracey.

STRICTLY CASH, OR INTEREST AFTER 30 DAYS

Continued from page 27

For instance, he has two prices. One a cash price, the other a trade price. The trade price is one cent higher than the cash price, and whenever a customer takes his payments in trade instead of cash she gets the advantage of this increased price. The result of this is to reduce the people asking for actual cash to an almost negligible quantity.

Hoarded the Due Bills

Prior to the introduction of the cash system, Mr. Hanna used to give due bills for this produce that were redeemable at any time. The difficulty with this was that the farmers were apt to hoard these due bills for months. These were always an overhead charge on the business and might be presented at awkward times. Now everything is paid for in cash, that is to say, by one or other of the methods noted above.

This incoming business as is readily seen is a big item, but not more so than the outgoing. Mr. Hanna carries a stock valued around $15,000 and practically every cent of that is good live saleable stock. He doesn't let dead stock accumulate, nor does he leave it on the shelves to get shop worn and until the customers eyes have grown tired of it. When he once definitely decides that the commodity is not moving, he withdraws it for some time, bringing it back again later and featuring it in a prominent place at a reduced figure. Often indeed he finds some place to dispose of it even without reintroducing it into the store stock.

A Comprehensive Stock

Mr. Hanna handles dry goods, groceries, hardware and boots and shoes, in which he carries a stock valued at $22,000. He has also a very complete furniture department that occupies a long room opening off the store proper. The fact that he can turn this stock over three times a year is a pretty fair proof that this is a paying line. Heavy hardware is handled in a department back of the store. Here, too, is a store room for flour of which a heavy supply is carried, Mr. Hanna using it as a leading line and selling it at a small profit. Upstairs he keeps standard remedies, hats and caps, a tinware department, and also superfluous stock that has not yet been required. Upstairs, too, he has a store room for unseasonable goods. For instance, Summer dress goods that are carried over are stored here, and protected from light and dust and moths. This little idea alone has saved Mr. Hanna much needless loss.

Mixing Brains With Work

Here is a general store run by a man who has put brains into his work. It is not advantageously situated to any extent, yet Mr. Hanna says he would not give up his location in Campbellcroft that only claims a population of about 200 persons for a store of like proportions in the best business town known.

Probably he is right. Though still in the very early thirties Mr. Hanna has built up a successful business and has proved to a conclusion that the general store is a perfectly sound commercial proposition, with limitless opportunities of growth and expansion.

W. C. Stewart, general merchant, Pitman, Sask., has sold to I. A. Denison.

L. L. Smith has succeeded S. Confield, general merchant, Lemsford, Sask.

FACING THE PROBLEM OF SPRING PRICES

Comparative Price Lists Presented From Many Canadian Merchants Contain a Wealth of Suggestions—Most Will Advance Prices After January Stock-taking—Keeping a Few "Leaders" Low—Substitutes for Excessive Prices

Based on interviews and correspondence with Canadian merchants

A BUYER of staples in an Ottawa store told DRY GOODS REVIEW that he had bought red flannelette, a line that is now off the market, from a country merchant at the original invoice cost, and was selling it to eager buyers at —. Well, we will save the feelings of the first purchaser.

The head of one of Canada's largest wholesale houses told the REVIEW that it was a common experience for their travelers to find dozens of lines of goods in a single store priced at far below present wholesale prices—not only in cases where stocks were heavy, but where the merchant was nearly out of stock, and in a few weeks would be forced to buy again, and jump his old prices suddenly over double, so as not to lose at the new cost.

"After stock taking we are going to make a general advance on nearly all our lines of a staple character," said a merchant to DRY GOODS REVIEW late in December.

"Perhaps not immediately after stock taking, but certainly as soon as our new Spring goods come in up will go the balance of the old stocks left, as well as the new," remarked another.

Bridging the Gap Between Low and High

"I am going to keep a few lines to bridge over the gap between the lower and higher ranges of prices, such as a line of serges, a line of toweling, one of prints, and so on, but the bulk of my stock will go up to a fair relation to the new costs," was the policy laid down by a third.

M. O. Houses Force Closer Marking

In the space left vacant for 1917 prices in House Furnishings, in the lists sent out by DRY GOODS REVIEW, one merchant wrote: "According to cost at time of equipment." This note was added, in reference to prices quoted on rugs, window shades, curtains, etc.: "Many of the above lines we are forced to mark closer than we otherwise would, on account of the catalogue prices of mail order houses, who published their catalogues before the increased cost prices came into effect. On nearly all the above there is no fixed cost price on account of war conditions. We are advised of the continual rise in price of these commodities."

BUYERS ARE WORKING IT OUT

TALKS with buyers in various cities brought out some interesting statements as to their policies. For obvious reasons, their names are not mentioned.

One merchant who specializes in staple lines, bought heavily in serges, flannelettes, prints, linens, hosiery, etc., early in 1915, and has still big stocks on hand. Needless to say, he is rejoicing.

Holding Serge As a "Leader"

"Some striped flannelette that I bought two years ago at 10c, is selling at 18c; the new stock will be 20c. My embroidery linens will be 75c and $1 early in the New Year. The serge that cost originally 37½c is now selling at 85c, without guarantee of color. I will keep it at that for a while as a leader, though the wholesale price is that now. Serges that cost me $1 a yard now cost $1.75 and are selling at $2.50. There is a broadcloth line that was once $1.25 and is now $2.50 for stuff that is a crime. I won't take it.

"I have a white chamoisette glove that used to cost $4.25, and sold at $8.50. I am selling now at 95c, with the present wholesale cost $8.50. A line of all-wool cashmere that I used to sell at 50 cents, is still only 60 cents, as I have a big stock, and I hold it down as another 'leader.' The 35 cent line is now 50 cents."

Selling Hosiery Far Below Present Costs

In a city where competition is keen in hosiery, a merchant told the REVIEW that a line that would cost $5.50 for next Fall was still selling at 35 cents. Another that was $4.40 was selling at 50 cents. A third that was marked for next season at $13.50 a dozen, was selling at $1 a pair.

"Fleece-lined underwear that costs as high as $6 for sorting, and is marked $7.80 for next Fall, is selling at 50c a garment yet.

"Plain blankets that cost in 1914, 75c a lb., and are now $1.25 wholesale, are selling at $8 for a 5-lb., instead of $5.50 a short time ago.

"Gloves we used to pay $8.50 for and sell at $1 a pair, are costing $13.50 for Spring, and we will mark them up to $1.50.

"Another line that cost us $9.75, and we sold for $1.25, now costs $15, and is selling at $1.75, a smaller margin of profit.

The serge that we used to buy at 37½ cents, we had raised to 75 and 85 cents by the Spring of 1915, and now must sell at $1.25, though the last samples are only union."

PRICE CHANGES IN HAMILTON

A WELL-KNOWN Hamilton buyer gives the following instances of price changes:—

"An American print that cost us 4½ and 5c over there, we sold for 12½c. It has gone up to 6½c, and we are selling it for 15c. Crums prints we got in in large bulk and are still holding at 15 cents, but must advance soon.

"Delaines that we bought in a job lot at 8½c and sold for 15c, are now worth 25c."

Another Hamilton buyer noted that English prints that cost 11½c laid down, and sold at 15c, were now costing 18½c and would be marked 25c for Spring.

"Canadian flannelette, 36 inch, costing 7¾c, 12 months ago, and selling at 10c, is costing 15c now and selling at 15 to 18c. The 27-inch width has come in as a substitute; it costs 9½c a yard. I would not buy the 36-inch line now, the value is not in it."

Using the Substitute

The "substitute" is a common relief from prices so high that the customer refuses to follow them up.

HOW OTTAWA BUYERS VIEW IT

AN Ottawa department manager held that it was a mistake to keep the price down on old stock on a rapidly advancing market, and then suddenly jump when the new goods came in. A gradual advance to absorb the increased

HOW SELLING PRICES FOR SPRING 1917

STAPLES

LINES	COST. 1914	1916	RETAIL SELLING PRICE. Chatham 1914	1916	1917	Kingston 1914	1916	1917	Ottawa 1914	1916	1917	Montreal 1914	1916	1917	Fort William 1914	1916	1917
Prints	7¾	8 .10-.12	.10	.12½	.14	.10	.12½	.15	.10	.15	.....	.15	.20	.....	.12½	.....	.18
Crimea Prints No. 1	11½	.18½-.10	.12½	.15	.20	.15	.....	.25	.15	.17	.22	.18	.30	.....	.15	.....	.25
Canadian Sheeting	23	.33½	.30	.35	.50	.30	.....	.45	.20	.....	.....	.35	.40	.....	.35	.....50-.60	
English Sheeting	.21	.22½	.25	.28	.35	.45	.30	.....	.45	.32	.45	.50	.35	.40	.....	.35	.....95-.60
White Cotton 36 inch	08	.10	.10	.12½	.15	.10	.15	.....	.10	.....	.....	.12½	.15	.....	10-.12½	.....	.15
Can. Flannelette, White 36 inch	.07¾	.15	.10	.12½	.18	.10	.15	.....	.10	.....	.....	.12½	.22	.....	10-.11	....18-.22½	
White 27 inch	.07½	.10	.....	.....	.....	.10	.12½	.15	.10	.....	.....	.....	.....	.....	09-.10½	.....	.15
Striped Flannelette A	.06-.07	.12½	.08½	.10	.12½	.10	.....	.....	.10	.12½	.17	.10	.18	.....	09-.10	.....18-.20	
Striped Flannelette B	.09½-.10	.15½	.12½	.15	.20	.....	.18	.20	.12½	.15	.20	.15	.25	.....	12½-.15	.....22-.25	
Crash Towelling	.06	.09½-.10	.08	.10	.....	.08	.10	.12½	.08	.12½	.....	.10	.15	.....	08-.09	....12½-.15	
Linen Crash Towelling	.08	.13½-.14	.12½	.15	.20	.10	.15	.18	.10	..18	20	.12½	.20	.....	.12½	.....20-.25	
Linen Huck Towelling	.12	.15	.....	.....	.....	.18	.30	.....	.18	.30	.....	.18	.25	.....	.18	.....22-.35	
Towels A	2.25	2.70	.25	.35	.40	.25	.....	.....	.25	.....	.....	3.35	4.00	.....	3.50	.....	4.75
Towels B	4.50	5.40	.50	.60	.65	.50	.....	.....	.50	.75	.90	6.75	8.00	.....	6.50	.....	9.50
Grey Flannel	.15	.20	.22½	.20	.25	out	.20	.35	.....	.20	.35	.....	.25	.35	.....	22-.25	..... .35
Ginghams	.10	.11½ up	.12½	.15	.18	.12½	.....	.....	.12½	.18	.....	.15	.18	.....	.15	.....18-.20	
White Emeroid'y Linens	.42½	.72½	.65	.75	1.00	.60	.75	1.00	.60	1.00	....?	.65	1.15	.....	.75	.....	1.25

WOOLEN DRESS GOODS

	COST.		RETAIL SELLING PRICE. Chatham			Kingston			Ottawa			Montreal			Fort William		
Serge A	.37½	.85	.58	.85	out	.50	.85	.....	.50	.....	.....	.50	1.25	.....	.59	.....	1.25
Serge B	.50	.55 1.00-1.10	.75	.....	1.50	.75	.....	1.50	.75	.....	.....	.75	1.50	.....	.85	.....	1.50
Serge C	1.00	1.75	1.50	.....	2.50	1.50	2.50	.....	1.50	.....	.....	1.50	2.50	.....	1.50-1.75	...2.50-3.00	
Broadcloth A	1.05	....	Not procurable			1.50	.....	.....	1.50	.....	.....	1.50	None	.....	None	.....	.....
Broadcloth B	1.25	2.50	Not procurable			1.75	.....	.....	1.75	.....	.....	1.85	None	.....	1.35	.....	2.00
Broadcloth C 54 inch	.75	1.10(42")	Not procurable			1.25	.....	.....	1.25	.....	.....	1.25	1.75	.....	None	.....	.....

GLOVES

	COST.		RETAIL SELLING PRICE. Chatham			Kingston			Ottawa			Montreal			Fort William		
White Chamoisette	4.25	8.50	.50	.75	1.00	.50	.95	.....	.50	.85	1.00	.50	.85	1.00	.59	.....	1.25
Kid	9.00	13.50	1.00	1.25	2.00	1.00	1.50	.....	1.00	1.50	.....	1.00	1.25	1.75	1.00-1.15	.....	1.50

HOSIERY

	COST.		RETAIL SELLING PRICE. Chatham			Kingston			Ottawa			Montreal			Fort William		
Cashmere	4.25	6.00 up	.50	.75	1.00	.50	.60	.....	.50	.75	.....	.50	.75	.....	.50-.59	.....	.85
Cotton, any line	2.25	....	.25	.35	.50	.25	.35	.....	.25	.35	.50	25% higher			.25	.....	.35

HOUSEFURNISHINGS

	COST. 1914	1916	RETAIL SELLING PRICE. Chatham 1914	1916	1917	Kingston 1914	1916	1917	Ottawa 1914	1916	1917	Montreal 1914	1916	1917	Port Arthur* 1914	1916	1917
Can. Oilcloth, 2 yds.	22½	.36	.....	.....	.....	.30	.50	.....	.25	.45	.....	.30	45-50	.....	.35	.45	.50
Linoleum, 2 yds. wide	.36	.50	.....	.....	.....	.50	.65	.....	.40	.65	.....	.55	.75	.....	.55	.65	.75
Tapestry Rug, 3 x 3	7.50	12.50	.....	.....	.....	.....	16.00	.....	10.00	18.00	.....	12.50	18.00	.....	12.50	21.00	21.00
Velvet Rug, 3 x3	15.00	23.00	.....	.....	.....	.....	.....	.....	20.00	30.00	.....	22.00	30.00	.....	25.00	25.00	38.00
Cretonne A	.5½	.08	.....	.....	.....	None	None	.....	.07½	.12	.....	.08	.12	.....	None.		
Cretonne B	....	....	....	....	....	.25	.35	.....	.25	.35	.....	.25	.35	.....	.25	.25	.30
Window Shades	.25	.45	....	....	....	.25	.35	.....	.30	.60	.....	.40	.60	.....	.40	.50	.60
Curtains, Net	.15	.22	....	....	....	....	....	.....	.20	.30	.....	.25	.35	.....	.25	.30	.35
Curtains, Lace	.33	.55	....	....	....	....	....	.....	.50	.75	.....	.50	.85	.....	.50	.65	.85
Blankets, All Wool	...	...	....	....	....	7.00	15.00	.....	...	...	.....	6.00	8.75	.....	...	...	...

* Prices in last column are supplied by Port Arthur, not Fort William store.

COMPARE With THOSE BEFORE WAR

STAPLES—

	COST.		RETAIL SELLING PRICE.															
			London			Guelph			Peterborough			St. Catharines			Fredericton		
LINES	1914	1916	1914	1916	1917	1914	1916	1917	1914	1916	1917	1914	1916	1917	1914	1916	1917
Prints	.07¾-8	10-12	.10	.12½	.15	.10	.12½	.15	.10	.12½	.15	.10	.15	18-20	.15	.18	....
English prints, No. 1	.11½	.18½-19	.15	.17	.19	.15	.20	.25	...	...	...	...	...	...	.15	.18	None
Canadian Sheeting	.23	.33½	.30	.35	.45	.30	.40	.45	.29	.35	.40	.30	.44	.48	...	...	....
English Sheeting	.21-22½	.25	.28	.32	.50	.30	.35	.40	.30	.40	.50	.30	.40	.45	...	..	....
White Cotton, 36"	.08	.10	.10	.15	.17	.10	.12½	.15	.10	.12½	.15	.10	.13	.15	.12	.14	
Can. Flannel'te, white, 36"	.07¾	.15	.10	.12½	.20	.10	.15	.20	.10	.12½	.19	.10	.20	.22	.12	.20	....
Can. Flannel'te, white, 27"	.07½	.10	...	.12½	.15	.08	.10	.....	.10	.12½	.15	...	...	...	...	...	....
Striped Flannelette A	6-7	.12½	.08½	.15	.17	.08	.12½	.18	.10	.15	.17	.08½	...	.10	.12	.15	....
Striped Flannelette B	9½-10	.15½	.12½	.17	.22	.12½	.18	.....	.12½	.17	.22	.12½	.15	.20	.15	.22	....
Crash Toweling	.06	9-10	.10	.12½	.15	.08	.15	.18	.08	.10	.12½	.08	.12½	.14	.10	.16	....
Linen Crash Toweling	.08	13½-14	.12½	.16	.20	.10	.20	.25	.10	.12½	.19	.11	.15	.18	.12	.20	....
Linen Huck Toweling	.12	.15	...	.25	.37½	...	...	.....	.18	.25	.29	.35*	.45	.50	...	...	....
Towels A	2.25	2.70 up	.25	.35	.45	.60pr	1.00pr	...	.50pr	.65	1.00	.25	.29	.33	...	...	....
Towels B	4.50	5.40 up	.50	.60	.75	1.10pr	2.00pr	...	...	...	...	.55	.65	.75	...	...	....
Grey Flannel	.15	20-22½	.20	.25	.30	.20	.30	.35	.19	.25	.29	.20	.30	.33	.25	.30	....
Apron Ginghams	.10	.11½ up	.12½	.15	.20	.12½	.18	.....	.12½	.15	.17	.12½	.15	.18	.15	.18	....
White Emb. Linens	.42½	.72½	.60	1.00	1.25	.75	1.25	.....	.60	.75	.85	.65	.75	.85	....	....	....

WOOLEN DRESS GOODS

	COST.		RETAIL SELLING PRICE.															
			London			Guelph			Peterborough			St. Catharines			Fredericton		
Serges A	.37½	.85	.50	.85	1.25	.50	1 00	.....	.59	.85	1.10	.50	.75	1.00	.65	1.25	....
Serges Bb	50-55	1.00-1.10	.75	1.10	1.50	85	1.50	.....	.85	1.40	2.00	.75	1.00	1.25	....	....	....
Serges C	1.00	1.75	1.50	2.25	2.75	1.50	2.50	.....	1.65	2.50	3.25	1.50	1.75	2.00	....	....	....
Broadcloth A	1.05	....	1.50	2.50	3.00	1.50	3.00	.....	1.90	3.00	4.50	....	....	....	....	....	....
Broadcloth B	1.25	....	2.00	3.00	3.50	2.00	3.50	.....	2.25	3.25	5.25	....	....	....	....	....	....
Broadcloth C, 54" & 42"	.75	1.10	Off market			....	....	.....	1.75	2.25	3.25	....	....	....	....	....	....

GLOVES

	COST.		RETAIL SELLING PRICE.															
			London			Guelph			Peterborough			St. Catharines			Fredericton		
White Chamoisette	4.25	8.50	.50	.60	1.00	.50	1.00	.....	.50	.98	1.25	.50	.75	1.00	1.00	....	....
Kid	9.00	12.50	....	....	....	1.00	1.50	.....	1.00	1.50	1.75	1.00	1.25	1.50	1.50	2.00	....

HOSIERY

	COST.		RETAIL SELLING PRICE.															
			London			Guelph			Peterborough			St. Catharines			Fredericton		
Cashmere	4.25	6.00 up	.50	.65	.95	.50	.85	.....	.50	.75	....	.50	.65	.75	.50	.75	....
Cotton (any line)	2.25	3.00 up	.25	.35	.50	....	....	.....	.19	.30	....	.25	....	.35	....	....	....

HOUSEFURNISHINGS

	COST.		RETAIL SELLING PRICE.															
			Lindsay			Pictou, N.S.			Sault Ste. Marie			Stratford			Hamilton		
LINES	1914	1916	1914	1916	1917	1914	1916	1917	1914	1916	1917	1914	1916	1917	1914	1916	1917
Can. Oilcloth, 2 yds. wide	.22½	.36	.35	.45	*	.28	.42½	.....	.35	.45 up	.50	.30	.45	.....	.....	.....	.....
Linoleum, 2 yds.	.37½	.50	.50	.60	.....	.55	.75	.....	.50	.65 up	.75	.50	.65	.....	.....	.....	.....
Tapestry, rug 3x3	7.50	12.50	11.50	18.75	.....	10.00	17.00	.....	11.50	15.00	15.00	11.00	17.50	.....	.....	.....	.....
Velvet, rug 3x3	15.00	23.00	22.50	35.00	.....	20.00	31.00	.....	22.50	30.00	30.00	22.50	32.50	.....	.....	.....	.....
Cretonne	.05½	.08	.....	.....	.....	.08	.11	.....	.08	.12½	.....	.10	.12½	.....	.....	.....	.....
Window shades	.25	.45	.35	.65	.....	.33	.60	.....	.40	.50 up	.65	.45	.65	.....	.....	.....	.....
Curtains, net	.15	.22	.25	.35	.....	.20	.30	.....	.20-25	.30-.35	.35	.20	.35	.....	.....	.....	.....
Curtains, lace	.33	.55	.50	.75	.....	.45	.75	.....	.50	.85	.85	.50	.95	.....	.....	.....	.....

* "According to cost at time of Shipment."

WHOLESALE PRICES UP—44 TO 192 PER CENT.

A BUYER in one of the largest departments in Canada prepared for this issue of DRY GOODS REVIEW The following table of advances in wholesale prices from 1914 (before the war) to the Spring of 1917. These lines of staples show that goods have gone up to the retail merchant on an average from 50 per cent. to nearly 200; that is, they now run from half as much again to three times the former prices.

This table, using the name of the line and the advances by percentages that have taken place, might help the local merchants if published by their newspapers and afford their customers substantial proofs that they are not being treated badly by the merchants; in fact the wholesale advances up to the present time in nearly every case exceed the retail advances so far as percentages are concerned, in spite of the steady increase in the cost of retail selling.

This table may also be of assistance, taken in connection with the figures furnished us by many merchants as to the selling price of goods after the 1917 stock taking, in giving others some idea as to what is considered a margin of safety for Spring selling.

	1914	1916	1917	Increase per cent.
Canadian sheeting	.23	.33½	.45	95
English sheeting	.21	.25	.31	75
White cotton, 36 in.	.08	.10	.14	75
Can. flanelette, white, 36 in.	.07¾	.15	22-22	180
Striped flanelette A	C 7	.12½	.17½	192
Striped flanelette B	.09½	.15½	.22	132
Crash toweling	.06	.9½	.14	133
Linen crash toweling	.08	.13½	.20	150
Linen huck t weling	.17	.24	.33	94
Towels A.	2.25	....	3.25	44
T wels B.	4.50	....	6.50	44
Grey flannel	.15	20 22½	28 30	100
Ginghams	.10	11½ up	17 18	80
White embr idery linens	.42½	.72½	.90	124

cost was far better, both for the store and its relations with the customer.

"We keep a few staple sellers down as near the original cost as possible, for our customers. There is an American serge, for instance, all wool, that I am keeping down to 85c. to replace the old line at 50c. that cannot sell now at 85c."

A staples buyer in Ottawa made the following interesting comment to the REVIEW:—

"English prints are now selling at 17c, but will go up to 20c or 22c for Spring.

"English sheeting used to sell at 32c; it is now 45c, and will go up to 50c in January, when the new stuff comes in.

"I have still some red flannelette that used to sell at 10c, and now is still held at 15c.

"Striped flannelette that used to sell at 10c, is now 12½c, and the next lot will be 17c, as the price at the mill is 12c, compared with 7¼c or 7⅞c.

"Striped flannelette that was 12½c is now 15c, and will be 20c for Spring. The wholesale price is now 15½c where it used to be 9½c and 10c.

"Roller toweling that was 20c, is now selling freely at 35c.

"Crash towelings now sell at 18c and 20c, that were once 10c. Another line that once sold at 15c and 17c, is now marked 25c and 30c.

"Linen huck towels used to be 18c; the cheapest we can sell now is 30c.

"Towels that used to sell at 50c and 60c each, are now 75c and 90c.

"White embroidery linens used to sell at 60c; the price in January will be $1.

"And we must not forget that the war risk that was down to about 2 per cent., is now up to 10 per cent. and may go to 15 per cent.

TO IDENTIFY THE LINES

IN the comparative price lists that are presented herewith, it will be understood, of course, that the wholesale prices quoted have been used mainly to enable the merchants to recognize the lines mentioned in the lists for purposes of identification. A price that is marked as for 1916 obviously might be higher towards the end of the year, or if it stands for the Fall season would have been lower at the beginning of the year. Nor is it suggested that in many cases stores with jobbers' privileges or cleaning out stocks on hand would not get better prices than those quoted. We believe, however, that they will stand as fair average prices for the lines to which they refer, and will enable merchants to recognize the lines themselves with comparative accuracy.

ADVANCES AFTER STOCK-TAKING

LET us examine in detail some of the advances that will be made by merchants after stock taking. Quoting reports from various stores in London, Peterborough, St. Catharines, and Galt. These figures are supplied by various merchants and, of course, represent only the individual conclusions of the one or more merchants in each case who supplied the REVIEW with the information:—

	London.		Peterborough.		St. Catharines		Galt		Kingston	
	Before	After	Before	After	Before	After	Before	After	Before	After
Prints	.12½	.15	.12½	.15	.15	.18-20	.15	.18	.12½	.15
Can. Sheeting	.35	.45	.35	.40	.44	.48	.40	....	.38	.45
English Sheeting	.32	.50	.40	.50	.40	.45	.45	.60	.40	.45
White Cotton, 36 in.	.15	.17	.12½	.15	.13	.15	.15	.15	.15	....
Can. Flanelette	.12½	.20	.12½	.19	.20	.22	.22	.22	.15	....
Crash Toweling	.12½	.15	.10	.12½	....	.10	....	.16	....	....
Linen Huck Toweling	.25	.37½	.25	.29	.45*	.50	.35	....	.30	....
Grey Flannel	.25	.30	.25	.29	.30	.33	.35	.45	.35	....
Serge A.	.85	1.25	.85	1.10	.75	1.00	1.00	1.25	.85	1.25
Serge B	2.25	2.75	2.50	3.25	1.75	2.00	2.50	2.50	2.50	....
Gloves, Cham'ette	.60	1.00	.98	1.25	.75	1.00	1.00	1.00**	.95	1.25
Hosiery, Cashmere	.65	.95	.75	....	.65	.75	.60	.75	.60	.75
Hosiery, Cotton	.35	.50	.30	....	.25	.35	.38	.38**	.35	....

* A higher priced line than rest.

** Cannot quote selling prices on all lines for 1917 as we do not intend advancing prices until after Jan. 10.

In our next issue we will continue the record.

MARKET REPORTS

COTTON GOODS WILL BE 15% HIGHER FOR FALL

Denims, Shirtings, Tickings, Awning and Flannelettes Will All be Higher for Quotations From Mills in February —Some Mills Will Not Quote on Fall Deliveries.

COTTON.—Some of the mills have their quotations in such a shape that they are prepared to make quotations of cotton goods for delivery next Summer and Fall. It is anticipated that the new prices that will be announced to the trade in February will be 15 per cent. higher than the prices quoted on the same goods in August of this year. This advance will be made on almost every line of cotton goods, including denims, shirtings, ticking, awnings and flannelette. A denim which in August of the past year was quoted by the manufacturers at 21c. per yard will be quoted at 26c. per yard when the goods are placed on the market in February. This represents almost 25 per cent. advance and is a fair criterion of what may be expected in almost all lines of goods. Some of the advances will not be more than 15 per cent., as in the instance quoted, but there will be advances all the way to 25 per cent. This will be for goods sold in the Spring by manufacturers for delivery in the Summer and Fall of 1917. There is an increasing scarcity of labor and the raw materials have been at a high level. Some of the mills have not yet started to take Fall orders, and in many instances are refusing orders that are looking for placement at present figures. Orders that have been booked and filled at present prices prevailing at the mills will not be accepted at the same prices. Some of the mills in fact have no price lists. They will allow their representatives no latitude in accepting orders. Quotations can only be given after the head offices are consulted in the matter. Certain lines are off the market altogether for the time being, such, for instance, as lawns and white muslins and grey sheetings.

Lawns, Nainsooks Up Another 5 Per Cent.

During the past month there has been a further advance in mill prices for lawns, nainsooks and all fine yarn goods of approximately 5 per cent. Sateens, both colored and black, have all advanced approximately 10 per cent. There has been a general firmness in the cotton market during the month, with a certain amount of uncertainty due to a break in the raw cotton market. Foulard lining which last month was reported as registering a decline of ⅜c. during the previous month has recovered its former strength and is now quoted ¾c. higher than the prices at which it was selling four or five weeks ago. The prices of all cotton goods are firm, with a tendency toward still higher levels, providing there is not a serious break in the cotton market.

Wholesalers Advancing Slowly

With the wholesale trade there has been a slight tendency noted toward higher prices in certain instances. Stocks which they have on hand are enabling them to keep the market steady for the most part. Ducks have held steady in price for the most part during the month, while cotton bags and print cloths have also been in a steady market. Tickings, however, have registered an advance of 4c. per yard in certain instances in the 9-oz. A.C.A. Standard shirting in certain instances has also advanced 3c. per yard. These goods are becoming scarce. Wholesalers must of necessity advance their prices according to the condition of their stocks. If they are out of materials and must replace at higher prices they must accordingly charge higher prices.

Cotton Declines 4c. in Month.

During the month of November cotton was in an exceedingly strong position, being quoted at 20.45c. per pound on November 29. One week later, December 6, spot middling uplands had declined to 20.15c. On December 13 the spot cotton was quoted down to 18.35c. per pound, and on December 20 sales were made for the cash article at 17.15c. per pound. On December 22 it reached the lowest point for the month, when it was quoted at 16.20c. At this point there was a clear decline of 4c. and over during the month. There were no sales made at this figure, however. From that point the cotton market apparently rallied, and on December 26 it was quoted at 16.90c. per pound, at 17.35c. on December 27, and at 17.40c. on December 28. Sales of 900 bales were made at this latter figure.

Position of Cotton for Future.

There are different opinions prevailing as to the probable trend of the market for future cotton. The element that is inclined to look for firm and higher prices is reflected in the opinion of Robert Holmes, a New York cotton man: "In 1914-15 the world consumed 24,581,000 bales of cotton, of which total the United States produced 16,071,000 bales. The consumption of the world this year is, of course, problematical, but of the whole the United States can add to the supply only to the extent of its currient yield of 12,500,000 bales. The war has affected the out-turn in this country because of inferior fertilization and has doubtless had a baneful effect in other countries as well. Cotton in quantity is produced in British India, Egypt, Russia, Turkey, Persia, Colonial Africa and Mexico, all of which countries are actually or deeply concerned in war, and the productivity of which must of necessity be adversely influenced. Collectively the above nations produced in 1914-15, 7,000,000 bales of cotton, and to expect under conditions to-day a like yield would be pure madness, to say nothing of what may be hoped for a year hence should the war continue."

Effect of Peace on Cotton.

In looking forward to the possibility of peace in the near future, and giving the bearish side of the market, the opinion of Theodore H. Price, also a New York cotton man, is given: "The most optimistic are agreed that the negotiations that must precede the war's end could not be consummated until Spring. In the most cheerful view of the situation a general resumption of trade could not,

therefore, occur until next Summer, and the increased demand for cotton might be met from the larger crop that the South is now preparing to plant. As against this, which is the most hopeful aspect of the outlook, there is to be considered the possible continuance of the war for another year, so that taking one consideration with another the peace talk does not seem to have much force as an argument in favor of an immediate advance in cotton. If prices were at a normal level it might be otherwise. It can no longer be argued that this year's supply is inadequate. It is generally believed that next year's planting will be enormous. Under such conditions continued liquidation seems inevitable and, while reactions are to be expected and hoped for, the indicated trend of prices is best described by a gradually ascending line." Following are quotations on some of the standard lines, given as an indication of price movements:—

Cotton duck, 8-oz., per yard.....	$0.21½	....
Cotton duck, 10-oz., per yard	0.27	....
Cotton bags, 12-oz., per bale of 100	27.75	....
Cotton bags, 14-oz., per bale....	32.75	....
Print cloths, 31-inch, 76 x 80s, light browns	0.12	....
Print cloths, 31-inch, 76 x 80s, indigos	0.15½	....
Tickings, 9-oz., A.C.A.	0.28½	$0.32½
Standard shirtings	0.19½	0.32½

WOOL QUOTED 10% HIGHER AT LONDON AUCTIONS

Holders in London Are Refusing to Give Quotations or to Take Obligations for Future Delivery—Canadian Manufacturers Have Difficulty in Getting Supplies.

WOOL.—The London wool auctions were again held on December 15 to 19 and sales that were made indicated that prices were 10 to 15 per cent. higher than they were in November. The Government has decided to allow the sales to continue, although the Imperial authorities have taken over the Australian and New Zealand wool clips. The probability is, therefore, that few or no cross-breds will get into the auction lists. Altogether the wool trade is pretty much upset over the situation resulting from the action of the Imperial Government in taking over the wool supplies of Australia and New Zealand. The embargo is still on the shipment of wool from the United Kingdom and supplies can only reach Canada after a permit has been given by the Government authorities. The Government has made no declaration as yet whether it is proposed to make this a permanent condition during the war or whether it will be lifted later. At the present time very small supplies are coming to the manufacturers in Canada owing to the tedious delays and slowness of deliveries through the operation of the embargo.

Canadian mills are fairly well protected with wool supplies and this is relieving an otherwise difficult situation. It is asserted on good authority that most of the Canadian mills have sufficient wool supplies to take care of their needs for probably six months in the New Year. Canadian mills are now working to capacity, but they are handicapped owing to labor conditions. It is asserted that they are not turning out more than 75 per cent. of their capacity in normal times. This has been caused by the lowering of the standard of efficiency of the workers through the enlistment of the more capable workers. The same number of workers are engaged and in some instances even more, but they have not the ability or skill for turning out the work that the former employees had. Some mills have also been experiencing difficulty with the coal shortage. One mill, for instance, unable to get their supplies in were compelled to close down their factory for four days.

YARNS MAKE ADVANCE OF 10c PER POUND IN MONTH

Finest Quality Yarns Up 10 to 15 Per Cent.—Very Little British Yarn Reaching Canadian Market—All Quotations for Future Delivery on Britsh Goods Withdrawn.

YARN.—An advance of 10c. per pound has been recorded in the price of Canadian knitted woollen yarns during the month past. The firm market has been caused through the scarcity of wool and the high prices which must be paid therefor, together with the additional labor cost. There is very little British yarn coming forward at the present time. No new orders are being accepted for this commodity by the mills in the United Kingdom. Orders placed with the mills some time back are being filled but no business is being accepted. In the finer grades of woollen yarns it is becoming increasingly difficult to obtain. Botany yarns have all advanced from 10 to 15 per cent. and many of the lines are withdrawn altogether. All the Canadian knitting mills are sold up for the first half of 1917, and for the most part they will not accept business for later delivery than June. The labor problem is becoming a serious one with the yarn-spinning mills, the same as it is with every other line of industry. They can only work to about 75 per cent. of their capacity through the decreased efficiency of their workers. This decrease in efficiency has been caused through enlistments of the skilled and active workers.

In the United States the situation in yarns is pretty much in the same condition as it is in Canada. They are in excellent demand there. One of the producers there recently advanced his boxed yarns 10c. to 20c., depending on grade and color. With the American mills the prices for yarn for next Fall have not yet been named. It is expected they will be announced about the middle of March. Following are the prices now being asked by the Canadian mills for the various classes of yarns; prices going into effect on December 20:—

	White.	Colored per Lb.
40's	$1.10	$1.35
42's	1.16	1.41
44's	1.20	1.45
46's	1.26	1.51
48's	1.31	1.56
50's	1.37	1.62
54's	1.60	1.85
56's	1.70	1.95
58's	1.80	2.05
60's	1.96	2.21

LACE NETS TO ADVANCE GREATLY FIRST OF YEAR

LACES, EMBROIDERIES, NETS.—Representatives of Nottingham and Newmilnes lace net manufacturers state that prices will advance greatly during the first month of the New Year. An advance of 10% will go into effect on these lines on January 1, and further advances are expected during the month that will put prices up fully 33 1-3 per cent. These nets are used largely as curtain materials. The cause for the expected big increase is due to the calling out by the Government of almost the entire working force of the lace factories for service in the army. Lace manufacture is deemed not an essential industry and it will be one of the first to be stripped entirely of its man power. With the 10 per cent. advance which will go into effect at

the first of the year these lace nets will be up fully 50 per cent. over what they were at the beginning of the year. One of the popular selling lines that sold to the retail trade for 12½c a yard a year ago, now has to be sold at 18c per yard.

Linen laces manufactured in Nottingham, are up in price about 25 per cent. over quotations of six months ago. These laces have been affected by the shortage of labor and will be still further affected during the present month when all the fit men will be called to the colors. In the Swiss embroideries and laces the advances have not been quite as great as in the English laces. The ordinary Valenciennes laces have advanced 10 per cent. during the past six months. On embroideries the advances have been fully 50 per cent. over pre-war prices. The demand for embroideries at the present time is limited to use for underwear. In the Venice or guipure laces, made in Switzerland, there has also been an advance of 10 per cent. during the past six months. These have been in good demand. Valenciennes laces are also having a good run at the present time, developing strongly within the past three months. Deliveries, however, are slow, it now taking eight weeks to get goods forward where formerly delivery could be made in four weeks. The situation in Switzerland has been affected in the manufacture of laces through the shortage of the cloth for making laces. These materials are obtained from Great Britain and the stringent situation there has curtailed the supplies.

One of the big sellers for the Christmas season was the Van Dyck point laces. Trade in them has been going strong during the past two or three months and it is expected they will continue in good demand for the Spring trade. This is one of the Nottingham laces. They have been popular on camisole corset covers, on silk dresses and silk underwear, which has been coming to the fore with strides recently. Conditions in the lace and embroideries point to a very firm market with a constantly decreasing supply until the war is over.

JAPANESE SILKS SLIGHTLY FIRMER AND HIGHER PRICE

Difficulty in Getting Kind of Goods Ordered in Swiss Silks—Prices Stated to be Low in Jobbers' Stocks Compared With Present Market Value of Silks.

SILKS.—Japanese silks in the hands of wholesalers are slightly firmer in price. Eight mummy grade that was formerly quoted at 67½c. to 75c. per yard is now quoted at 73c. to 75c. per yard. The ten mummy grade that was formerly quoted at 75c. to 80c. is now quoted up 3c. per yard for the lowest grade and is now selling at 78c. to 80c. Wholesalers state prices are low in the wholesale trade at the present time compared with the present market value of silks. Stocks which they have on hand and which were on order for a considerable time past permit them to give a steadiness to the market. When present stocks are exhausted it is inevitable that there must be higher prices, it is asserted.

One of the difficulties being experienced by importers of Swiss silks at the present time is filling orders with goods that are different in quality from the grades ordered. The embargo on French and Italian silks which prevents them having free access to the Swiss market has operated to slow up the wheels of the Swiss silk trade. While the embargo has not shut these silks out of the Swiss market entirely, still they must go through the strainer of the French and Italian Government authorities. They will let out only such quantities of silk as they deem advisable. This operates the same way as the wool embargo instituted by Great Britain in getting supplies of this commodity to Canada. Permits must be secured before the commodity can be obtained and this is a vexatious and tedious process. Already some shipments of the Swiss silk to this country have given evidence of the operation of the embargo. Wholesalers state goods which they have recently received from that country, ostensibly for pailettes, were different entirely in quality from what those goods should be. In place of pailettes they forwarded messalines, which lacked firmness and body and would not suit the trade for which they were ordered. When the matter was placed before the manufacturers they stated they were out of the pailettes of the grade that had been ordered and they had shipped the messalines, thinking that the dealers on this side would be glad to get anything. This is causing delays of delivery in getting these goods to the retail trade.

Satins are reported to be going into consumptive channels in good quantity at present. They are in fact reported to be better than had been expected. Crepe de chines are also stated to be in strong demand. Taffetas, however, are expected to have the biggest run of all the silks this coming year. In sporting effects lines that will be shown this coming season comprise large dots and stripes and combinations of the large dots and stripes. Inquiry for shantungs leads wholesalers to believe that the demand will be better than ever this coming season for these goods. Their approach to the khaki color will make them popular colors. Following is the range of quotations prevailing:—

Duchess mousseline, per yard ..	$1.15	$1.25
Pailettes, per yard	.95	1.00
Japanese, 8 M/M.....	.73	.75
Japanese, 10 M/M	.78	.80
Crepe Georgette, per yard	1.15	1.25
Crepe de Chines	1.10	1.25
Taffetas	1.05	1.25
Lining satin, yarn-dyed, 27 in..	1.15	....
Lining satin, yarn-dyed, 36 in..	1.45	....
Lining satin, piece-dyed, 36 in..	.85	....

HEAVY COARSE LINENS AVDANCE 5 to 10 PER CENT.

Trade in Better Class Linens Reported Light—Department Stores Have Heavy Stocks on Popular Priced Goods.

LINENS.—During the month past there has been announced an advance ranging from 5 per cent. to 10 per cent. in all lines of heavy coarse linens manufactured by one of the well-known Belfast houses. This will affect the prices of all articles such as towels, tablecloths and other goods made from this line of linen material. Another of the well-known Belfast concerns, with representatives in this country, have announced that they will continue to quote at present prices until May, 1917. It was anicipated this concern would make substantial advances at the beginning of the present year, but they have decided to make deliveries at present prices until May 1. In the face of a rising flax market and the increased difficulty in securing the linen yarns this action was somewhat unexpected with their representatives in this country. Representatives of other concerns in Ireland state they look for steady advances from now on. There is an increasing difficulty to get shipments across the Atlantic. There is a good demand reported for the popular-priced linens, but the demand for the higher grades is becoming more restricted. The high prices necessitated by war conditions has apparently shut off the demand for the better qualities of linen. People are turning more to cotton goods. With some of the large department stores there was heavy buying at the outbreak of war and at opportune times thereafter of the lower priced linens.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, JANUARY, 1917 No. 1

THE ANNUAL SPRING NUMBER

THE present issue is one that we feel will reach the merchant at an opportune time when the annual inventory is well under way, when Spring deliveries are beginning to make their appearance, and when plans for Spring merchandising are looming large on the horizon of the well-prepared dry goods merchant.

THE REVIEW has devoted itself with even more than ordinary care this year, at a time of so much uncertainty in the matter of supplies, to seek out the most likely sources for goods for Spring, and the later season that is even now upon us in certain well known lines such as knit goods. Not only have we covered the Canadian and the British fields but a member of the staff of THE REVIEW spent ten days in New York for this issue for the double purpose of covering the present day tendencies in all departments of dry goods, and of securing authoritative information of Spring lines in ready-to-wear, dress fabrics and silks, millinery, dress accessories, house furnishings and other departments in this market that has adapted itself so rapidly and so shrewdly towards filling certain vacuums that had been created by war conditions among practically all the exporting countries of Europe.

We will pass by the suggestions that are contained in the reproductions of Spring time advertisements, and of window trims, and the merchandising stories that have long been a feature of THE REVIEW, and the presentation of a tested and approved system of bookkeeping that we look to be adopted by a number of Canadian stores during the coming Spring, and other features of this issue that stand out in the way of practical assistance to our readers, and will refer especially to two articles which we believe will prove of almost inestimable value to every class of merchant.

* * *

THE first of these is an endeavor to present in a very definite form the subject of the Pricing of goods for Spring selling. Under ordinary conditions this might be dismissed with the remark that one year was practically the same as another save where the merchant who kept a careful record of the costs of selling his goods on the basis of a percentage of the turnover made sure that his mark-ups covered the additional cost year by year, or that the selling end was speeded up and that the increase of the turnover would counterbalance the heavier aggregate of salaries, delivery and other overhead expenses.

This year, however, the cost price seems in the majority of cases to have sped away not only beyond the control of manufacturer, wholesaler or the retailer, but frequently to a point where the merchant considers it unsafe to follow. Up to the past Fall it may be said that in the most of the stores the stocks bought early at a moderate figure have kept the general range of prices down to a point, at all events, where the enlightened customer made little objection to follow. Some stores had bought heavily enough in some lines so that the increases were very slight, and balanced up the lines where heavy advances had to be made.

But on the verge of Spring it would seem that there must be an almost general marking up of merchandise throughout the store. Many merchants shrink from this, fearing that business will fall off if they take even normal profits on the new goods. To a suggestion that an advance should be made on the normal mark-up as a measure of safety to cover losses that are sure to ensue when the general market breaks, they protest even more vigorously.

* * *

THE REVIEW feels, however, that this last step should be taken in fairness to their own standing and that of the commercial life of the community. But feeling, moreover, that no amount of argument would avail in the absence of definite proofs as to what other merchants have decided to do along this line, we arranged to secure reports from many of the leading merchants in Canada giving detailed prices on the same lines covering before-the-war, present, and Spring prices. The reports that appear in this

issue and the others that are on the way for the next two or three issues will, we are confident, convey to thousands of merchants throughout Canada the most valuable suggestive information that has been laid before them in many years.

It will be seen that there is a remarkable range between the prices ruling in various places; that for local reasons a price may have been held down in one line to a bare profit, where a good average mark-up was made in another. The chief value will lie in a comparative study of the prices governing in each individual centre rather than in comparing the prices on flannelette in this city with the price in some other. Where a merchant finds that his prices all down the list are running below those of most of a city's quotations, it will be a pretty safe conclusion for him to draw,—considering the able business ability of the merchants quoted—that he is selling at too low prices for his own good.

* * *

THERE is one other special article to which we would direct attention, and that is one that contains the views of leading buyers on the question of buying heavily in any line at the present abnormal prices. In seeking information for this symposium not only in Canada but New York we found a surprising difference of opinion among buyers of the same department. Some said that they were buying large stocks even at the present market basis, feeling sure that as in linens and woolen goods the prices a few months from now would be higher still, and that they were saving by stocking up now. In spite of all this THE REVIEW would urge against this view being put into practice. It may well be that six months from now the former buyer may be able to come at you with, "I told you so." It may also be that you, on the other hand, may be the one who will be feeling gleeful to think that you escaped a falling market. There seems to be only one moral from the tumbling of prices on the stock exchanges at the first rumors of a possible peace negotiations. You may argue all you will against the possibility of a drop, and with every logical argument against it, that drop may come. If it does not this year, it was not worth the risk in any case.

And last of all, high prices, in the face of a Thrift campaign, and the big increases in foodstuffs, are more than half likely to check sales. In such cases you will wish you "hadn't done it."

USING THE "INQUIRY" DEPARTMENT

DURING the past month one inquiry as to where a certain article could be procured took the time of a member of the editorial staff of THE REVIEW for a whole afternoon and part of the evening for a reply to the letter giving the information that had been secured.

We did not grudge this time nor the trouble. The rather we felt pleased to be of service to a subscriber who was in the same plight as the majority of the merchants in these days, uncertain where to go to get what they need. The use of the "Inquiry" department is at the free disposal of every subscriber to THE REVIEW.

On page 23 of this issue will be found a few samples of the inquiries that were sent to THE REVIEW during the past month. We would appreciate hearing from any supply house whose name we failed to give to the merchant at the time through not knowing they carried the goods mentioned in the inquiry.

"WHERE-TO-BUY" DIRECTORY

ONE of the most useful departments of this issue will be found towards the back in the "Where to-Buy" Directory. In this are listed the names of scores of lines with the names and addresses of the firms from whom these can be secured. A directory of this nature will be of especial value at times like this,—if indeed we will ever have the like again,—when many firms have cancelled half or two-thirds of their regular lines, and others have gone into providing the same or substitute merchandise to replace goods that can be no longer be brought overseas. We commend the "Where-to-Buy" Directory to a permanent place in the store.

HELPING ALL OF US

THE REVIEW desires to convey to the buyers and the merchants generally, who so kindly filled out the lists that were sent to them for comparative prices, its sincere thanks, and we feel we can safely express those of every merchant who reads the articles that are based on these returns. It was stipulated when the lists were sent out, that in no case would the name of the buyer or the store be mentioned. The same rule will apply to the lists that will be sent out in the next month or so. For these we solicit similar treatment to that accorded the earlier ones. As for the few who at the busiest time of the year laid aside the lists for a more convenient period, we would request that they fill them in at the earliest opportunity after receiving this issue. You will be helping the other man, as he will be giving valuable help to you.

EDITORIAL BRIEFS

HAVE you filled in your National Service card yet?

* * *

KEEPING DOWN to the cost is the safest plan for your inventory this year as usual.

DRESS FABRICS AND SILKS

SILKS FOR SPRING

Uncertainty as to the Popular Colors—Irregular Stripes Replace the Sports Line of Last Year—Danger for Georgette

THE silk houses in Canada seem to be in much the same uncertain state as the woolen firms. They are confident that the Spring promises to be a huge one for silks but as to whether the bright colors will be popular in Canada, opinions differ. They are about of one mind, too, regarding the kinds of silk which will be taken up. Taffetas have a leading place again. Gros de Londres, failles and Haitienne come next, and some include silk poplins with these. These first mentioned weaves will no doubt be strongly favored on account of their excellent quality but it is quite probable that the lower price of silk poplins with attract a good many buyers. There are still some people who have not as much money with which to buy the "best" goods as manufacturers in every line would try to lead dealers to believe when they emphasize the fact that the public is buying better goods than ever before. Where price is a serious consideration poplin will no doubt sell well and there is plenty of it to be had.

There is considerable talk in some quarter of charmeuse being strong for this year, but the price of it quite materially reduces the demand. It is probable that it will have a much bigger run next Fall than for the season at hand. Meanwhile satin-faced silks, the nearest substitute, are popular.

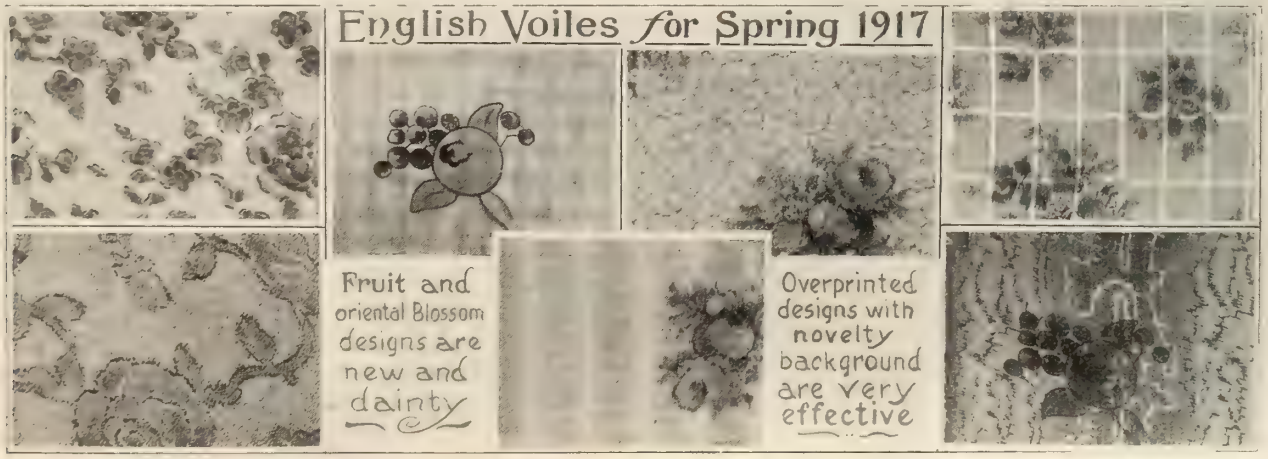
For later Spring and Summer trade there is a bigger season expected in shantungs, habutai and similar weaves than ever before. The amount of attention which manufacturers are giving to designs and novelties in these silks is proof of their confidence in them.

Spots and Irregular Stripes

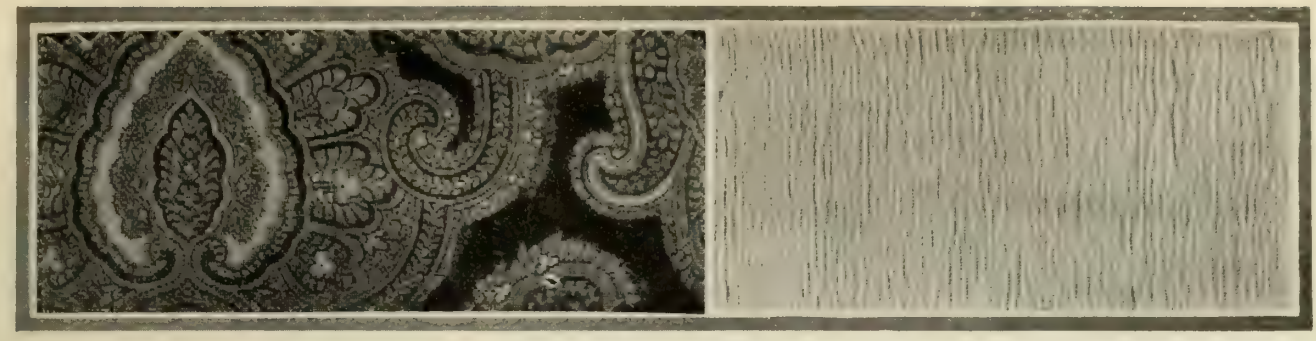
One novelty is of rajah silk in pastel shades with a double self-colored ratine stripe having corded outline. Another has fancy spots or stripes on a natural background in tussores. A favorite spot is composed of two, three or four colors of bias stripes. Irregularly colored spots also are good. Sports stripes very slightly dulled and in two-color clusters on natural background is a design which is a good substitute for blazers. Silk jersey in solid colors and in fancy stripes is very popular among the high-priced silks. It gives good satisfaction for sports wear and is being talked of somewhat, for wear in quieter colors upon other occasions.

Big Run on Pink

For early dresses and suits the solid colored materials are best and the colors are much as last year with emphasis perhaps more on greys than before. Tete de negre evergreen crow-blue, egg plant, Browning (a slate grey) and Douanier (a blue green like the French customs officers' uniforms) are the dark colors favored; all greys from pearl to smoke, and shades from champagne to fawn are good juvenile colors. Rose, sage, amethyst, mignon, reseda, in fact anything but black, and that with white, is good. In the last couple of issues THE REVIEW has mentioned the favor shown to rose for next Spring. One firm this month reports that there will be five rose suits in 1917 to every one before. Purple and Burgundy are forgotten completely in Spring goods. One firm finds that the French trade is very fond of shot goods still. Silk suitings are showing better activity than ever, so much so that some firms are all sold up in several lines now. They are not repeating former numbers but getting in something different because prices have advanced since the first orders were placed. Some borders and fancies, quiet



These lines are manufactured by Ferguson Bros., Ltd., Carlisle, England; Canadian representative, R. B. Scott, Montreal.



New Spring Silks.

Right is Spring colored "sportussah" silk, and effective crepe poplin weave made in good color range. Left is richly colored beautiful Persian design poplin with dark rose shde predominating, a new idea in poplins. Made by Reiling & Schoen, New York.

stripes and self-colored overchecks are expected for later season trade.

Taffetas From Japan

There seems to be no Western production which Japan is not attempting to reproduce. Among the latest arrivals is taffeta. It resembles the older makes in appearance but like the Japanese Georgettes and crepe de chines, it is very heavily loaded and will not stand wear. It seems to be much easier for that nation to imitate appearance, than quality, but it is hoped that the better qualities will be developed in time. So far the Japanese taffetas are in solid colors only.

Poor Qualities May Injure Georgette

While the majority of the silk houses are of the opinion that Georgettes and crepe de chines will have an immense run again next Summer they are alive to the danger that the number of poor imitations of Georgette that have appeared on the market may prove its undoing with the general public. As one firm suggested, the public would rather go back to ninon, silk voile or some of the old weaves if they cannot depend on the Georgette. At present whole gowns are appearing in Georgette. Crepe de chine is gaining strength this last month.

The heavy French crepes are becoming scarcer and higher in price daily, and may soon be off the market.

COTTONS FOR SPRING

White Sales in an Increasing Ratio—No Brilliant Colors in Canada Yet—Linens vs. Unions or Cottons

Demand and high prices continue in spite of the drop of 3 cents or so in the raw markets. That is the gist of the cotton situation. Supplies come in fairly well, but there is no certainty beforehand as to amounts, and there is no such thing as repeat orders filled except at a long interval. Mills are loaded up for six months ahead now.

As to fabrics, heavy cotton skirtings, such as Bedford cord, honeycomb cloth, and Middy cloth, are centres of interest for Spring. The staple materials, too, are all taken up readily, with white sales somewhat increased over last year.

Brilliantly colored cottons are only talked about so far. Practically none are seen. The Canadian trade for the early season at least seems to adhere to the designs that are rather light and bright, but not brilliant. The large dashing designs and odd color-combinations that we read about must be greyed and reduced, it seems, if they are to meet with Canadian popular approval.

Voile, organdie, and some marquisette will, without doubt, be used for very many dainty Summer frocks. These come in delicate and new floral stripe and spot patterns. Perhaps the plain white will be as popular as any variety. In view of this, fine embroideries and laces —particularly filets—are expected to have a big run. They will be required for lingerie as well as for the frocks themselves.

In damask and towelling, cotton occupies an ever-increasing place. Some wholesalers find that good cotton damask is so high in price that there are people who still ask for the pure linen. In the great majority of cases, however, people take either union or all cotton goods. So much attention has been placed upon improvement in the finish that people do not find the cotton damask so distasteful as they once did. Frequently the all cotton is quite as indistinguishable as union damask, from the pure linen, and with careful laundering manufacturers think that the probability of it turning yellow in time is very much less than it was before the war conditions arose. This has always been one of the chief objections to cotton damasks. So far, these lines seem to be giving very good satisfaction.

Several wholesalers are inclined to think that after the war, when prices revert towards normal that cotton will maintain its place among damasks. Cotton will always be cheaper than linen and present satisfaction with it seems to indicate that it is here to stay.

Cotton and union towelling, too, is almost completely replacing pure linen. The union goods seems to be more satisfactory in this line than the all-cotton, because the linen threads absorb water so much more readily than the cotton ones.



Left is white Gros de Londre with 3½-inch, ⅛-inch and ¾-inch scarlet satin stripes. Shown by B. Altman & Co. Right is white basket-weave silk with 1½-inch white between the plain weave, two-tone, rose-colored stripes. From Wanamaker's.

NEW SPRING WOOLENS

Several New Weaves on the Market—Serge Leads in Spring Demand—Wool Jersey for Sports Wear

Two or three comparatively new weaves in woolen fabrics are becoming prominent in Spring showings in Canada. One is called "Poiret-twill," after the French designer. It is somewhat like gabardine, but with a larger twill, between a gabardine and a Bedford cord. "Chuddeh" cloth is on the wool poplin order, but the cords are more closely woven and larger, giving a duller finish than poplin. So far, both Poiret twill and Chuddeh appear in solid colors only.

The name "Country Club" is by no means new, even outside sports circles, but as a weave of cloth the name is not yet generally familiar.

"Country Club" material is like the old-fashioned homespun, with perhaps a softer finish. The weave is similar.

While a number of firms are talking very strongly of mohairs, velours, tweeds, and poplins, and indeed a good deal of these are being bought up for Spring, the consensus of opinion is that the demand for serge is equal to the sum of them all. Serge is decidedly the leader in wool fabrics for both suits and skirts and in the old staple color of navy blue. It seems as if navy blue serge suits have become a part of human nature. But another phase of human nature seeks always something new. This may be expressed mildly by a green or brown serge suit or more forcibly by such a combination as an apple green velour coat with a maize and brown stripe skirt.

Quieter or "Noisy" Shades?

Wholesalers in Toronto are well aware that New York shows symptoms of going color-mad this Spring, but as to just how soon and to what extent that madness will infect Canada is a bit puzzling. Firms who buy American goods largely are showing the favorite New York colors here now, and these will no doubt find a ready market in the larger centres. It is very doubtful yet, however, whether communities more isolated from and disinterested in New York life will fancy the "noisy" American patterns and color combinations. In lieu of this fact firms using goods of French and British manufacture are looking for big business in quieter shades. From across the water colors are of a more dignified, subdued cast. Many stripe, plaid and check designs, both large and small, as well as the solid colors, are shown in Spring fabrics, and these patterns come in both the quiet and the bright colored goods.

Wool Jerseys for Sports Suits.

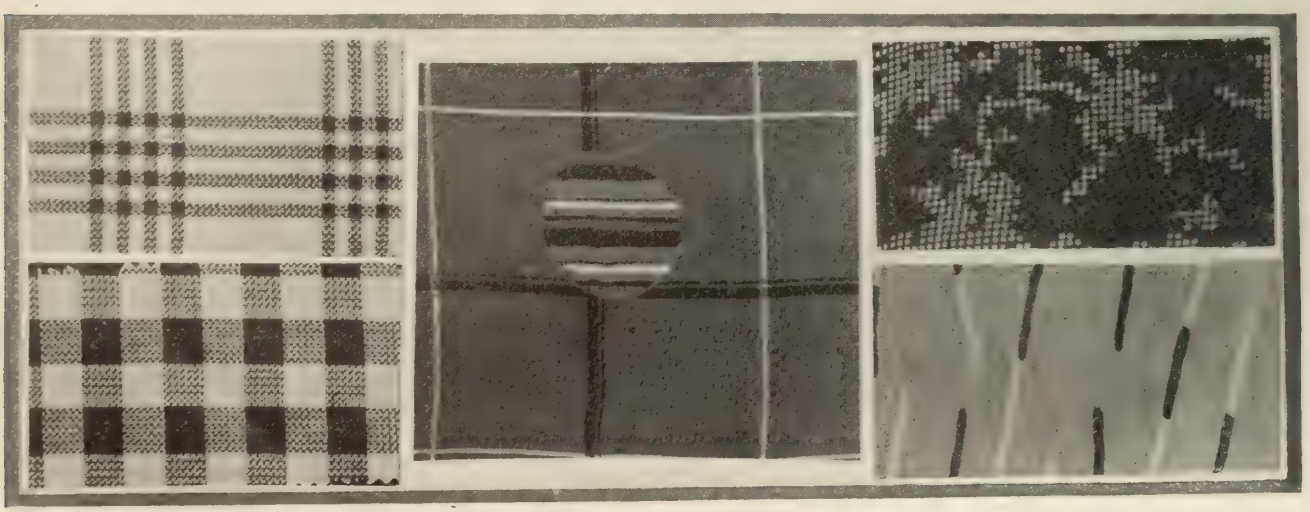
Wool jerseys are starting off this Spring with bigger vogue than at the close of last season. They are very highly spoken of by some firms as a leader for sports suits and are being made up in all the sports colors. It is unlikely that this material will ever become much of a "rage" with people who demand substance for their money. It loses its shape too easily in the weathering of sports life. There are many people in these prosperous days, however, who demand novelty at any price, and novelty for a goodly number means "what New York is wearing"—hence the reception of wool jersey into Canadian wardrobes.

SPRING FABRICS AS SEEN IN NEW YORK

Striking Stripe, Check and Spot Designs Especially for Sports Wear — Bokst Colors Weaker—Pile Fabrics Strong—Rush for Voiles—Taffetas Not so Good.

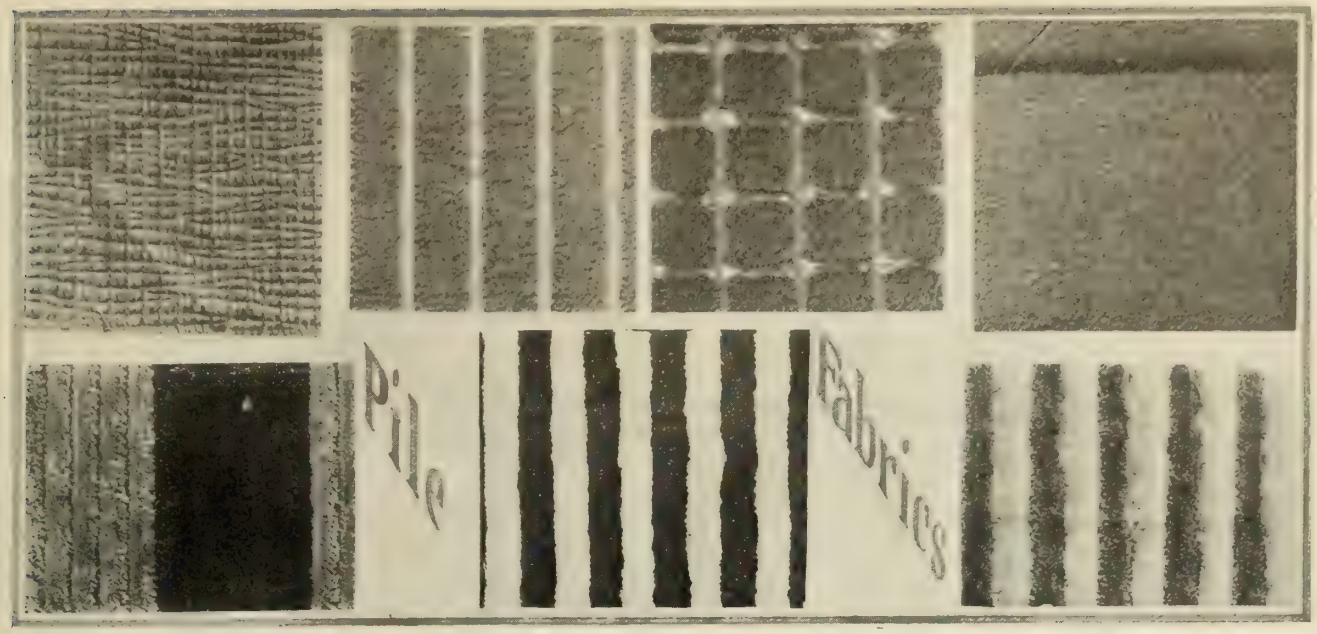
Written by staff correspondent of The Review

WITH some 35,000 firms in New York directly or indirectly connected with the dry goods trade, it is little wonder that great variety in wearing apparel is demanded and provided. When you come to think of it, it is rather surprising to find three or four agreed in certain details of their forecasts for Spring. Conditions were never more uncertain than right now and this fact, coupled with the unfathomable ways of women, makes manufacturers and dealers alike very wary as to what to set before the public and also as to a statement



Cotton Dress Fabrics for Spring.

At the left are two popular check cotton skirtings of soft heavy quality and close weave in black and white offered by F. U. Sterns & Co., New York. Centre is raspberry voile with black and white overplaid and spot with gold, black, green, blue and white cross stripes. Top right pattern is white dotted design on navy voile in imitation of French crepe de chene, lavender with black and white strokes. Various combinations of colors in all these patterns are very effective. Sample from Henry Glass & Co.



Popular Coat and Sports Goods.

Three lower samples are striped corduroy; left is gold color and black; centre black and white; right, champagne and tan. Shown by Arnold Constable & Co., New York.
Top left is Monkeyskin Waterfall, a shimmering soft velvet in cerise and many other beautiful evening wear shades, next, a wool fabric with silky stripe which may match or contrast with ground; sample is sand with biege stripe. Next, check pattern, similar to previous in weave and weight. Top right is lustre velfur similar to velvet and fur rich in color tones. Top row samples from S. Blumenthal & Co.

of what the public's attitude will be when it goes shopping for Spring. Nevertheless, the public, as well as the manufacturers, is sometimes inclined to copy as well as to create, hence some generalities are reached.

White Strongly Favored

As to colors, there is a distinct favor being shown to white. White corduroy is used for separate skirts and for sports suits more than in the past; cream serge, white broadcloth and the best white silks that can be had are going into Spring suits. For Palm Beach wear white is quite the "nicest" thing.

Bright Colors Shown Everywhere

But even though white is in increasing demand, there is no abating of a desire for color in Spring goods. The indications now are that a great deal of clear, bright colors will be worn. Practically none of last year's awning stripes and Bakst combinations are shown again, but very striking stripe, check and spot designs are made by every manufacturer. "Garish" was the word used by more than one firm with regard to Spring colors.

Conservative Colors for Street Suits

Street suits of silk will be in solid colors, and in stripes, plaids, geometrical and fancy spots of the more conservative colorings, such as greys, plum, blues, browns and Russian green. For sports wear the stripes will be striking, after the style of the samples illustrated. Sports plaids will include everything from plain black and white checks to full Tartan designs; spots and figures will be large and in Oriental colorings. Taffetas will not be so strong as last year.

Will Run on Paisley Last?

Opinions differ somewhat as to the possible length and breadth of the Paisley vogue for next season. All the stores are showing the Persian and Paisley patterns in a variety of weaves just now. One or two manufacturers think the fad for it, even as trimming, will die out with the Winter season, while others are pinning much faith to it for Spring. One firm has just this month produced a beautiful quality of silk poplin in Persian patterns, with softly blended colors enriched by the gloss of the weave.

Pile Fabrics for Coats

MAKERS of pile fabrics are looking for a big share of Spring sports trade. In accordance with the recommendations of the Chicago convention, as announced in November, materials, more particularly for the sports, top, and motor coats, are offered. They are light in weight but thick, warm and beautiful. "Damsen" is a rich, new shade between navy and plum; heathers, rubber grey, sand, browns, and greens, are good also. Spring pile fabrics generally are later than usual, owing to slow filling of Fall and Winter orders. As with silks, novelty in these materials appears in improvement of fabrics themselves rather than in new design.

Fine Woolen Suitings for Spring

SILKS are by no means going to monopolize Spring suits. Many and appropriate are the wool and mohair weaves offered and the demand is equal to, if not beyond the supply. Woolen goods manufacturers are looking for a big season in their lines. Serges, for instance, are quite at a premium. "They sell at any price," remarked the buyer for Arnold, Constable. Greys, with stripes and plaids, having colored lines running through, are particularly good. Mohairs in green, wine and dull shades, with double or triple shadow gold stripes are novel.

Voiles Prominent for Spring

There seems to be a mad search after something new in cottons for the coming season, but so far there is no change from the voiles and organdies of the past except in a new working up of designs and color. Mustard, tan and rose are strong, but all the lighter shades of the Winter colors are popular. Though these colors are oddly combined, at times, they are not garish compared with the brilliant sports silks. **A.R.W.**

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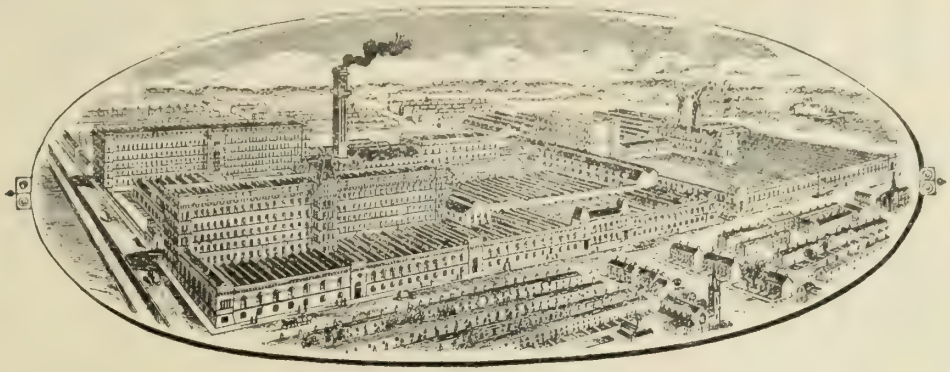
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for JANUARY

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Contents:

SIR GILBERT PARKER. The opening chapters of a new serial, "Jordan is a Hard Road"—a story of the Canadian North-West, introducing some old friends.

STEPHEN LEACOCK. "In Dry Toronto"—rich humor, combined with a latent seriousness. Leacock is always good.

AGNES C. LAUT. "The Cost of the War"—an international business article by this brilliant Canadian writer, whose intimate friends are bankers and financiers and others with inside knowledge.

BETTY THORNLEY. Another Canadian woman writer with the mind of a business man and with a burning love for her Western homeland. Her contribution—"Putting the Yardstick on Canada," is the story of a journey she made last summer to the Skagway region of British Columbia—a part of that province seldom visited and about which most of us know little.

MAIN JOHNSON. Mr. N. W. Rowell's secretary, and who accompanied Mr. Rowell on his recent trip abroad, and visited THE FRONT with him. Mr. Johnson contributes a vivid story of what he saw and learned on the Western Front.

W. ARNOT CRAICK writes of the New Shipbuilding Industry in Canada—a timely article on a matter of the first importance.

STORIES by the following distinguished Canadian short-story writers: Alan Sullivan, A. C. Allenson, Peter McArthur and H. M. Tandy.

DEPARTMENTS. Review of Reviews, where are condensed for busy readers the best things in current literature; The Business Outlook, a well-informed survey of Canadian business conditions, and Information for Investors, a valuable department for those with money invested or looking for investment.

MILLINERY

MORE TRIMMING, COLOR AND HIGHER CROWNS FOR SPRING

Earlier Models are of Fabric or Ribbon Rather Than of Straw—Flowers More Prominent—Straw Combinations Seen, Tagal and Split or Tagal and Panama — Mid-Winter Models



EARLIEST Spring millinery is a matter of the small irregular shape made of fabric or ribbon rather than straw, a feather or flower mount with a bit of straw worked in at times, and handwork, plain or fanciful in flat trimming or in the construction of the shape. More trimming and color are to be used than during the past season and crowns are somewhat higher.

Palm Beach Early on the Scene

In the meantime Palm Beach is finding an increasing following among Canadians. Palm Beach millinery is indicative to some extent of what will be seen for our Spring season later. Just now braid and fabric hats are prominent; chenille braid is combined with another which is very like Turkish toweling. We shall no doubt start off with fabric hats in dark colors, grey and champagne. Navy and brown are leaders and shown oftener in satin than in taffeta.

Hats of narrow ribbon with touches of straw are good also. One neat model has high mounted top crown, narrow sailor brim and is made of alternate rows of French blue and navy grosgrain ribbon all hand shirred. Another is bell-shape with crown of navy and rim of chartreuse frilled grosgrain, with navy straw edge and motif; the brim is lined with navy satin.



Smart High Spring Type

An effective result from the use of braid and satin. Here the smart high effect is accentuated by the draped crown. Shown by Gage Brothers & Co., Chicago.

Irregular, High Shapes Prominent

Military shapes, irregular high turbans and shapes with high crowns and turned up, cut and folded in brims prevail with these tailored looking models. Frequently, delicate osprey or novelty ostrich mounts are used for trimming.

A great deal of hand work makes millinery more of an art than ever. If the milliner followed some of the models she would indeed be an artist—possibly one of those who turn out master-pieces which people purchase without being able to afford to, and so keep themselves poor. One firm is placing a good deal of hand work in the making up of the shapes themselves. They have delicate creations of shirred and corded crepe de chine and Georgette in pastel colors, Malines hats, and soft shapes of fancy silks. These, they think, will be much more popular than the hand embroidery or painted work which was used to a fair extent last year and through the Winter. Bright-colored flowers and foliage are to be used for trimming, and pearl buckles work in nicely too.

Another firm divides its ornamentation into three groups. The first is a combination of several colors in banks of small flowers.

Then, bright flowers or floral ornaments representing an individual flower. This may be a flat motif with hand work, carrying out the design, or a mount with a realistic flower whose stem provides it an outlook higher than the crown. Sometimes the "flat" motif is a spray of a couple of "crushed" flowers. These are not quite flat and yet are not free from the brim. They are worked around their edge, on to the brim. Sometimes the realistic flower that stands up is a hand-made one of silk, satin or ribbon.

The third type of trimming is of bright flowers, too, with specially made stems or tubing which may be fixed

in an artistic manner, over, around or across the crown or brim. In all these types of bright flowers there are touches of gold and silver frequently.

While the ribbons used by the millinery trade so far are almost entirely the narrow grosgrains that have prevailed for a couple of seasons, and so are really not new, most firms are a little expectant for wide, plain satin ribbons later on. They are just waiting for developments, meanwhile.

Early Straw Shapes

The earliest straw shapes are of Milan, tagel, split straw, liseré, leghorn and Panama. The last-mentioned is spoken of as selling better than ever, due no doubt to the prices continuing comparatively low. Combinations of these straws are good also, for instance, tagel and split or tagel and Panama. One shape of Milan had a crown of black hatter's plush. Sailors, flops and military turbans are frequently in bright colors for sports wear. Rose is expected to be particularly good.

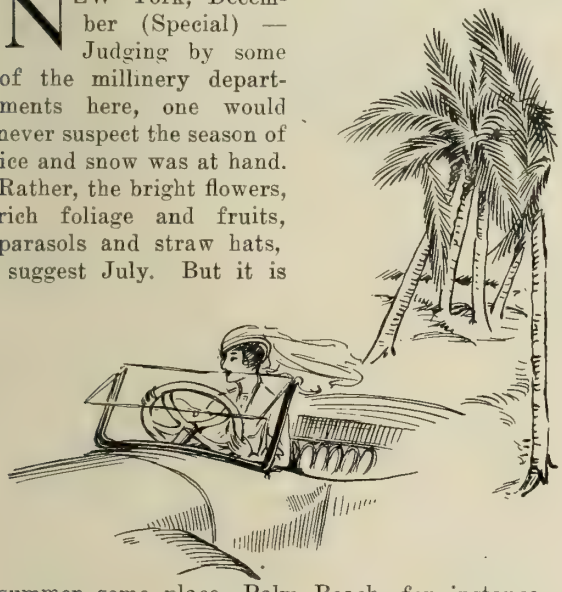
Just before Christmas Eaton's had an advance display of American models for Mid-winter and Southern travel wear. A matron's hat was of dove grey Georgette crepe, faced with black satin and trimmed with a large feather whorl of the same grey. A youthful little model was of shirred Georgette in pistachio green with taupe velvet foliage and a French nosegay in front, an "eyebrow" fringe of fur edged the narrow brim. A rolling Breton shape was of dark brown satin with wool ratine embroidered in tan. A large-crowned drooping hat of Delft blue faille was embroidered with wool and faced with Leghorn straw. Perhaps the most striking novelty was the trimming on a large black satin mushroom; it was a wreath of fruit, flowers and foliage of painted tin. In all these, the crowns were noticeably high.

NEW YORK'S MILLINERY IDEAS FOR SPRING

Hats Will be Even More Irregular Than Before—Satin Sailors With Straw Edge For Early Selling—Bright Colors For Sports Wear.

Written from New York by staff correspondent of The Review.

NEW York, December (Special) — Judging by some of the millinery departments here, one would never suspect the season of ice and snow was at hand. Rather, the bright flowers, rich foliage and fruits, parasols and straw hats, suggest July. But it is



summer some place—Palm Beach, for instance. Even though it is whispered that the people attire themselves most informally during the greater part of their season at Palm Beach, it is still quite necessary for the women to possess an elaborate trousseau of filmy, Summery, beflowered art work when they leave New York.

The hats are delightfully elegant and appropriate. Many are made entirely of sheer fabrics, or of silk or satin. Crepe de chine and Georgette are used a great deal and indeed when made up on a soft white foundation with a pastel shade and perhaps cording or bright-colored flowers or metallic foliage for trimming, these are favored by a great many people. Straw is sometimes used for trimming on this style of hat, either as part of a dainty band trimming or in a fanciful motif.

A white tussah model seen at Stern's had a soft crown —not full enough to be just a tam style—and the whole hat was stitched with rose soutache in cross-bar design; besides this a rose-colored rosette was the only trimming.

Combination of felt and crepe de chine are seen frequently. One dainty sailor shape had a very pale blue brim with a crown and points coming down on to the rim, of lemon-colored felt. The points were embroidered with three-colored wool stitches. Another was in white and blue with a deep band embroidered in blue and yellow. All



An Early Spring Hat

This hat, which is of black, has several new features. It is of satin; has a turned-up brim, and is covered with narrow grosgrain ribbon frills. The mount is a Spring novelty of ostrich and osprey. Shown by John D. Ivey Co., Ltd., Toronto.

the bright colors appear in these fabric hats and are shown, too, in the more tailored-looking shapes being made in the hat factories for early Spring wear at other places

than Palm Beach. Pastel shades and deeper blues and greys, however, are in the large majority so far.

Paisley and Eastern Patterns

Besides the bright solid colors many of the fabrics used have striking color patterns in Paisley and Eastern effects.



Child's Spring Hat

White Milan straw trimmed with black ribbon velvet, lace and hand-made flowers. Shown by "Lids for Kids," S. Mayer & Son, New York.

Solid colors in fabric or straw are combined in artistic ways with these bright silks, too. Cretonne silks are quite popular for adjustable hats.

Spring Hats Very Irregular

Malines is highly thought of too. It is the opinion of those who are supposed to know that real Spring millinery will be even more irregular in shape than the Palm Beach models. Crowns are to be irregular and high and Malines is well adapted to its role of accentuating the lines of the crown by soft, high, irregular ruchings. It is used too, in combination with satin or other materials in cloche brims



which are very popular. As usual, these large hats are among the early showings but are not expected to be worn to any great extent until the season matures. Small, close-fitting hats are for the early season.

An extreme visor shape, narrow and curved up at the sides and long from back to frant, is among the smartest. Large pastel felts will be worn quite early, too.

Hand Work Embellishments

Any amount of hand work embellishes the new millinery. One small model of basket straw had a whole peacock hand embroidered in all its rich colorings on crown and brim; another had a branch showing fruit and foliage in beautifully shaded silk embroidery. A Leghorn model had realistic embroidered stems on the crown, meeting hand-made silk fringed flowers which rested, half crushed, on the brim. Leghorns are shown rather prominently this season.

Coin Spots of Ribbon

Another one noticed at Bonwit Teller's had a trimming that is well-liked. That is, coin spots made of reels or bolts of narrow velvet ribbon. In this case they were of a slatey-blue color. Narrow bands of silk are sometimes used for these reels, too.

Hats made of chenille and braid are good. The new braid used is thick and soft, resembling, when sewed together, Turkish towelling. It was used entirely for one hat of pink. Another little Asiatic shape of the Tonquinese type, though soft, had the crown of the white braid and small brim and tassel of tan chenille.

Ribbon Trimming Showing Up More

Ribbon hats are playing up more strongly than ever. The bell-shape is frequent. Narrow ribbons, mostly of grosgrain, picot-edged, make up models for kiddies, for afternoon Palm Beach wear, or, in dark colors for wear with street costumes. One bell-shaped model was a navy blue ribbon with little white double ring pattern and white edge. The ribbon was put on in ruffles all over and the trimming was a white straw motif in double-ring shape with two little streamers of one-inch navy blue ribbon.

Satin Sailors With Straw Edge

Satin sailors with straw edge and narrow straw and grosgrain ribbon, all of nigger brown, are being made up extensively for early tailored wear. Hemp hats turning abruptly off the face in "cake" indentations, are good; also all variations of Napoleons and tricornes. Milan and tagel are the straws used almost exclusively in these factory sewn shapes.

Good Models in Panamas

Panama hats continue to grow more popular every year. The year 1917 is to have some unusually good models, for Panamas take the handicraft work as effectively as any of the hand-made hats. Whether it be embroidery, in silk or wool, applique or painting, the trimming has a good background in the close, evenly-dressed Panamas. Anything picturesque is being shown on the new samples. Pastoral scenes, landscapes, flowers, fruit, conventional designs, animals or anything else you might fancy in the way of a picture, are all in style. I suppose if you wanted a family portrait done it would be considered quite as much the thing as any of the aforementioned.

Shapes of these Panamas are not noticeably different from those of other seasons, except perhaps that any tendency to small, low crowns is eliminated. The brims rolling all round or just on one side, the large high crown with narrow brim upturned on one side and the large flop shapes are being made in greatest numbers. Little stiff Panama sailors are very good also.

A novel Panama at Stern's was painted solid canary color and the brim was covered with grey, real Cluny lace. A half-inch yellow grosgrain band completed the trimming.

Some Leading Spring Ideas

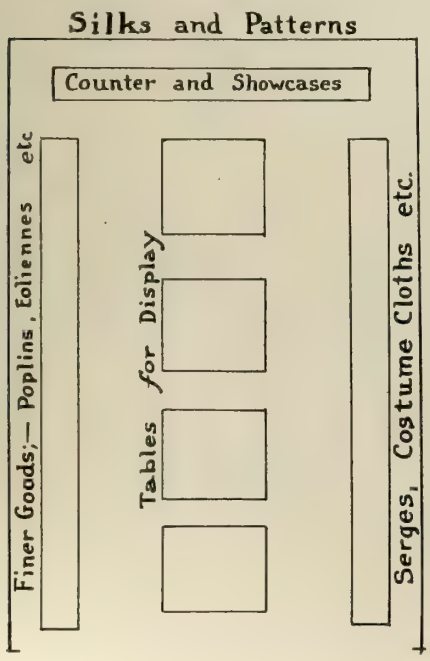
Many of the Winter style features hold good for Spring. Variety is again characteristic. Any irregularity of shape is good. Military effects continue to the fore.

IDEAS FOR THE DRESS GOODS DEPARTMENT



View of dress goods and silks section in L. N. Poulin's store, Ottawa.

SEVERAL ideas that may be helpful to other department managers were advanced by Mr. Richard, buyer for the dress goods department of the Poulin store in Ottawa, in conversation with DRY GOODS REVIEW. It is indicated in the illustration appearing above that the goods on the left hand side, poplins, and other of the finer weaves are encased in manilla paper, after the manner of silks. This serves to keep the cloths from being mussed up by handling and has worked out well. Some buyers, such as Mr. Vaughan of Finch Bros., Hamilton, might object that the covering up of these goods would prevent them from being displayed "slantwise" on the shelves, to show the color instead of ends out. In this case Mr. Richard depends upon the display facilities of ledges, counters and sets of tables in the center of the aisle, and would reply that without enlarging his shelf space considerably — and therefore his department location —he could not slant the bolts.



A close view of the cards used on the tables and counters show that in nearly every case care is taken to mark the width as well as the prices and full description. With so many variations in the widths the last two or three years this is a form of information that is appreciated by prospective customers. For instance one card read: "**38 inch Crepe Elegant, $1.00.**" Another "**New Plaids, 45c, 36 inch.**" and a third "**42 inch Bengaline Caprice $2.25.**

The relation of the silks' department to the two sections of the woolen dress goods is a very convenient one, forming three sides of a square with wide "openings" of course at the corners. The patterns are located near by.

A couple of helpful suggestions may be found from the method of marking the names of the various lines of goods on the bolts for clerks' convenience and buyer's reference. One reads as follows: **E 102** on top **with R 170 2A** below it and the description, **Plain blk. wool satin cloth, $1.35.**. The first number is the maker's stock number, and the second the invoice and season number of the store itself. This double numbering as well as using a complete description of the goods on the card set at the end of the bolt is carried out in every case. This card by the way is attached by a **rounded brass tack** which does not scratch the counter like an ordinary one would.

The method of cutting out this card and also a simple folder for enclosing a set of samples of the more popular cloths—instead of cutting out a piece as it is wanted and losing the rest of the strip—are illustraed in "Some Stunts seen in the Stores" found elsewhere in this issue.

MALINES *which are different* MALINES *you can't substitute*

DYNAMO BRAND

ASK for the

"DYNAMO BRAND" RAINPROOF MALINE

The ORIGINAL Guaranteed Rainproof Maline

The "DYNAMO BRAND" RAINPROOF MALINE is guaranteed against:

Rain
Dampness
Snow
Sun
Perspiration

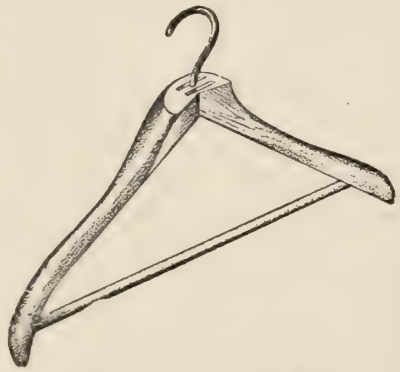
"DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other makes

To be had from

MONTREAL
Sommer Bldg.
Tel. Up 5448

CHAS. MOUTERDE (*United Makers*)
The only selling agent for *Gros Million & Co.* of Lyons (France) for the Dominion of Canada
"We only sell to the Wholesalers"

80 Wellington St. West
TORONTO
Tel. Adel. 4184



Hanger 74B

Concave form shaped hanger in buff wax finish.

A perfect hanger in every respect.

Made of hardwood. To sell at $12.50 per hundred.

The Taylor Manufacturing Company

43 Hughson Street .·. HAMILTON, Can.

Makers of Racks and Hangers

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Fiskhats

Fisk Millinery

The Standard of Style and Quality

Millinery Dealers and Buyers

who are unable to visit our Chicago house are cordially invited to inspect our Spring Displays in our Branch Salesrooms, convenient for the Canadian trade:

NEW YORK
411 Fifth Ave.
(Open throughout the year)

CLEVELAND
414 Superior Ave. N.W.
(Beginning January 22)

D. B. FISK & COMPANY
Creators of Correct Millinery
225 North Wabash Avenue
CHICAGO

HATS FOR JANUARY WEAR

at $5.00 Each

Materials and braids combined so as to adapt them particularly to immediate wear.



JEANNE GAGE
The mushroom brim and high crown will be featured for early spring, this model is of black Jacquette braid with a novel trim of black satin.



FLORIDE GAGE
A smart toque of Hemp cloth in Green with a drape of Navy satin. A smart effect is produced by the use of a navy burnt ostrich at the side.



JUDEE GAGE
Fancy straw braid in soft tones of rose and delft is combined in an effective way with a soft top and brim of Navy satin.



FERRARE GAGE
The Puritan effect successfully carried out in Black satin with a visca braid facing. A band of grosgrain ribbon around the crown and a wreath of roses are the only trimming.

Gage



FANCHON GAGE
The high effect is accentuated in this model by the use of an ornament of hemp, in Navy, Red, Yellow and Purple.



GRACIA GAGE
This model is of lustrous Black Jap straw with Black satin band and facing. The ornament is held in place with Gold embroidery.

THE GAGE WEEKLY SERVICE

A comprehensive selling plan *that will put you 30 days nearer to Paris.* **Write us for details.**

Gage Brothers & Co.

Wholesale Only

Chicago New York Paris



In Full Bloom!

Lids for Kids

SPRING LINE, 1917

See these smart and salable hats for Misses, Children, and Young Ladies, 6 to 18 years.

Made by experts, with *proper fitting headsizes,* and sold by leading Canadian merchants, with great success. Unique Sales-Helps to active accounts.

Send for assortment. Folder on request.

S. Mayer & Sons

Manufacturers Misses and Children's Hats.

584-590 Broadway - - NEW YORK

Uptown Showroom: 1270 Broadway, Cor. 33rd St.
Special Showing, CHICAGO, Palmer House.

New Gerstenzang Building

670-674 Broadway

Corner Bond Street

DEVOTED ENTIRELY TO
THE MANUFACTURE OF

Flowers *and* Foliage



For the past 20 years we have been specializing in popular-priced Flowers and Feathers especially adapted for counter use to retail at 10, 25 and 50c.

With the exceptional facilities we now have in our spacious and modernly equipped factory, we are in a position to make prompt deliveries and turn out merchandise far superior than ever before irrespective of the demand.

We carry a stock of the best selling numbers which we have selected from our 1917 Spring line for immediate delivery.

We will be pleased to have you visit us at our New Home.

GERSTENZANG BROS.
670-674 BROADWAY
NEW YORK

Ostrich Feather Co.



MANUFACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
78 WELLINGTON STREET West, TORONTO

MODELS FIRST—OF QUALITY

Seckendorf's JUST THE RIGHT SHAPE HAT FRAMES OF THE BETTER KIND

IF the FAMOUS SECKENDORF FRAME TICKET IS NOT on the FRAME it is NOT OUR MAKE

NEVER FORGET THIS WHEN ORDERING FRAMES

25 TO 33 West 45TH ST. NEW YORK

Seckendorf HAT FRAMES INC — TRADE MARK —

TO THE MILLINERS

INTRODUCING a new and modern manufactory for—



Ladies' and Children's Hats

Created from the **Latest Paris** and **New York models.**

We solicit the Patronage of the trade, confident that we can give them every satisfaction Call and see us or write your requirements.

The Imperial Hat Mfg. Company

256 Lemoine Street - Montreal

L. N. PANNETON, Proprietor

Spring Millinery Announcement

OUR FIRST CATALOG OF THE SEASON READY FOR DISTRIBUTION
JANUARY 15, 1917

This CATALOG contains ADVANCE IDEAS for the practical, up-to-the-minute Milliner or Dealer handling Millinery; CORREOT, DEPENDABLE STYLES in Trimmed Headgear; WODERFUL VALUES in Staples and Fancy Merchandise, at prices that are always the LOWEST!

Send for our FREE CATALOG No. 161 and CONVINCE yourself that our prices save you "MONEY"—**duty considered.**

The "FAMOUS STONEHILL PATTERN HATS" — of which we are the originators—EXCEL ALL OTHERS. They are made to retail at the POPULAR PRICES of $5.00, $7.50 and $10.00.

Our ADVERTISING MATTER sent ONLY to Milliners or Dealers! WE DO NOT SELL TO THE COCNSUMER!

We are the LARGEST IMPORTERS, MANUFACTURERS and JOBBERS of MILLINERY (selling through the medium of our ADVERTISING MATTER) in the World.

CHICAGO MERCANTILE COMPANY

159-61-3-5-7-9-71 N. Michigan Auenue - CHICAGO, ILL.

MILLINERY BUYERS—ATTENTION

Our lines for Spring, 1917, containing the newest novelties as shown by New York and Paris, will be ready February first.

DOMINION OSTRICH FEATHER CO., LIMITED
EMPIRE FLOWER AND FANCY FEATHER CO.

Manufacturers of Complete Lines of *Ostrich, Aigrette, Numidi, Marabou and Fancy Feathers,* Artifical Flowers, Etc. The Largest Manufacturers of Millinery Trimmings in Canada

76 and 78 WELLINGTON STREET WEST, TORONTO, ONT.

Representative for Montreal: **H. B. TAYLOR, 715 Drummond Building, MONTREAL**

"What ruined your business?"

"Advertising."

"How?"

"I let it all be done by my competitors."

—*Boston Transcript*

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.

143-153 University Ave. - TORONTO, CANADA

COTTON KNIT GOODS FOR FALL 1917 UP 50 P.C.

Trade May be Startled at Heavy Advances in Cotton and Cotton Mixtures in Underwear and Hosiery—All Wool Up 20 to 25 Per Cent.—Sweaters 33 to 50 Per Cent.

KNIT goods prices for Fall, 1917, were opened for the jobbers by a number of Canadian mills in December, and although few retailers will hear directly until well on in January, DRY GOODS REVIEW is in a position to announce definitely the main features of a situation that had only partially been anticipated by the trade.

The outstanding point is the advance that has taken place in cotton underwear and hosiery.

Next, probably, stands the new schedules for sweater coats.

Third, in the matter of increased prices—not highest as last year, but lowest now—is the advance in woolen goods, underwear and hosiery.

All-cotton lines show an almost universal tendency to a jump of 50 per cent. over the Fall, 1916, prices.



Brushed knitted goods are going stronger than ever. A very attractive outfit.

Unions—cotton and wool mixtures—stand side by side with sweater coats in a range of 33 1-3 to 50 per cent.

All-wool lines are about 20 to 25 per cent. higher than for this season.

Fleece-lined 50 Per Cent. Higher

For instance, a fleece-lined garment that was sold to the jobber at $3.90 one year ago, and sold by him at about $4.50, is now $6 a dozen, or over 50 per cent. higher, and the retailer must pay over $7.00 for it.

This last year he has been selling it at 50 cents; next Fall he should go up to 85 cents for a fairly safe margin—but may decide that the "odd" price is not popular, and try it at 75c.

We hope not, however.

An American combination line in cotton cost the jobber $10.50 last year, and this year $13.50, and on top of this comes 42½ per cent. duty with another 2½ per cent. for the laying down costs.

An English garment, all wool, cost 68 shillings f.o.b. mill two years ago; 102s. last year, and 120s. this year, or slightly less than 20 per cent.

A natural wool combination, Canadian make, size 38, cost $20.50 one year ago—to the jobber—and has jumped to $28.00 for next Fall.

In hosiery, a line of cotton cost 95 cents for Fall, 1916 (jobber's); and is now $1.35.

On the other hand, cashmere (all wool), half hose, is only up about 20 per cent. over one year ago, but is practically double the normal price before the war. It did most of its soaring for last year, where cotton showed little advance.

Another cashmere line was $4.50 before the war; was $7.50 for Fall, 1916, and is $9 for Fall, 1917—most of its increase being between 1915 and 1916.

But the tale of 1917 does not reach its climax without a "few words" from the sweater coats. They seemed bad enough last year, but the trade were mistaken. They did not appreciate how moderately priced they were. This year they are coming into their own for the first time and marching right up in the van of the High Cost of Living. The line that was listed at $28.50 for 1916 is marked $43.00 for Fall, 1917—a clear 50 per cent.

The sensational rise in the cotton market, from as low as 7¾ to over 20 cents for the raw material, prepared the trade for some stiff prices in cotton knit goods, and the decline came too late to affect the new prices. But the "raw" advance was little, after all, compared with the prices of the cotton yarn. The spinning mills, in the opinion of their patrons, have not erred on the side of

(Continued on page 91)

MILLS CUT DOWN ALLOTMENTS TO JOBBERS

In Some Cases They Will Supply Only 50 Per Cent. of Norman Requirements — Labor and Scarcity of Yarn Responsible for Shortage—Possibly Better Later on.

NOT only has the opening of prices and orders to the jobbers revealed a serious situation in regard to price, but also in respect to supplies.

Canadian mills will not be in a position to supply nearly as large a quantity of underwear and hosiery and sweater coats as for Fall, 1916.

The buyer for one of the leading wholesalers in Canada told DRY GOODS REVIEW that the mills were assigning so much to each of their customers and would give them no more.

"There representative of —— came to me one day with samples and remarked that he supposed I would take such and such a quantity of this and so much of that and so on.

"I was very busy and did not pay much attention. He called within 24 hours, and I had not touched his samples. He said, however, that he would like an answer at once as his firm could give me only a limited quantity in each line, and if I did not wish to take all that was allotted to me they were very anxious to know at once, as they wanted to place it elsewhere.

"When I came to figure it out, they had cut me down to 75, 60 and even 50 per cent. in some lines, and declared they could not guarantee me any more. They were familiar enough with labor conditions to guarantee the delivery of what they had assigned me, but the time of delivery would depend altogether on the delivery of yarns to them.

"The result is that we are not securing nearly our normal quantity from any of the mills. This applies to all of them, as far as I can learn."

Anxious for the New Lines

That the Canadian jobbers simply grabbed at the new lines that were offered is putting it mildly. It illustrates their view as to the certainty of a scarcity in the output, as well as a likelihood of prices advancing again before long. The demand was so strong that one underwear mill withdrew its list altogether within two weeks after it was issued.

A wholesale buyer who has just returned from New York thus describes the "opening" scene where a number of mills were grouped through a broker.

Wild Scenes in New York

"There was a wild scene. Buyers crowded the office and some could not get in. There were six sets of samples in the hands of sellers, and you had to order in your turn, and pretty quick, too. I asked permission to "think it over" and when I wired next day found that one out of three of the lines I ordered had been all sold up and withdrawn.

"This Sale is Stopped"

"In one commission house that controlled the output of eight mills the agent mounted a chair at 4 o'clock in the afternoon and thus addressed the packed rooms: 'Gentlemen, I want your attention. This sale is stopped for the present, and all numbers are withdrawn.' This was done after the selling had proceeded for less than a single day."

Mills Are Playing Safe

This buyer was of the opinion that while the mills had restricted the orders they were willing to accept, it was likely they were playing safe and probably would be able to deliver all they had accepted contracts for, although with the uncertainty of yarn supplies, deliveries might be delayed considerably.



Getting a Tailored Effect

A three-piece wool suit in solid standard colors in brushed effect. The large roll-down collar, five-button front, belt and pockets give a new "tailored" style to this type of suit. Made exclusively by R. G. Long & Co.

HOLDING OFF ON FALL LISTS

PRICES are not the only unusual features of the knit goods situation for next Fall. There is a tendency on the part of many of the mills to hold off in bringing out their new price lists and taking orders perhaps for several months. The reason for this departure from the regular season schedule is that owing to delays in the receipt of their yarn supplies they are still busy filling the last of their placed orders for the present season, and will be busy also for weeks at least on sorting business. Ordinarily they would think it essential to get out the new lists, but as one mill owner told DRY GOODS REVIEW: "What is the use of bothering about next Fall and taking the risk of further advances in materials for which we have not allowed in our quotations? We know that we can turn out goods to-day and market them to-morrow.

SEAMLESS HOSIERY

"The Wear is There"

"Italian Silk" and "Leader" Brands are meeting a popular need. *They are made in Canada, by expert Canadian Operators for the special requirements of the Canadian trade.*

The superior finish of these brands is carried out in New Labels and Attractive packages.

Dealers everywhere in Canada find these brands profitable sellers. Give these two popular brands a prominent place in your Hosiery Department during 1917.

"Italian Silk"

FOUR THREAD

Hosiery for Ladies & Misses

"Leader"

Ribbed Cotton Hose for Boys and Girls

Enlarged capacity and better facilities enable us to guarantee satisfactory and

IMMEDIATE DELIVERIES

Spring orders are being shipped now. Place your order right away through your wholesaler.

Thomson Knitting Company

Manufacturers of Quality Hosiery

Factory and Office: 7-15 Morrison Street
TORONTO - ONT.

SELLING AGENTS:
Wm. R. Begg & Company, 20 Wellington St. West, Toronto; A. E. Montgomery, 212 Hammond Block, Winnipeg, Man.; J. B. Trow & Company, Old Birks Building, Montreal, Que.

Buying—

The old adage, "Goods well bought are goods half sold," holds just as good to-day as it did fifty years or more ago. The merchant buying BOB LONG BRAND merchandise insures himself of fair profits and quick sales. Our sales representatives are now on their way to you,—let your better judgment prove the adage; inspect our samples before placing your order.

Our Knit Goods this season are a special feature.



R. G. Long & Co., Limited
Toronto

Makers of

Union-Made Leather Gloves and Mitts,
Union-Made Working and Outing Shirts,
Union-Made Overalls,
High-Grade Sweaters,
Children's Exclusive Outdoor Knitted Suits,
Woolen Mitts,
Caps,
Toques.

AVON KNIT RANGE

is very attractive this year, both in designs and prices. The old adage, "Necessity is the mother of invention," has proved to be true once more, and in spite of the ever-soaring prices of material and labor, we have, through the ingenuity of our designers, been able to produce some wonderfully good values. Therefore, it will pay you to see AVON KNIT and make the bulk of your selections for Autumn, 1917, from our lines.

We have increased our plant and are in a position to take care of your PLACING ORDERS.

Our agents are now on the road.

Avon Hosiery Ltd.

Stratford, Ontario

Richard L. Baker & Co.

100 Wellington Street West - Toronto

Agents

A.B.C. HOSIERY

For Infants and Children

For Distinctive Features

A.B.C. Hosiery Stands Supreme

DURABILITY—All A.B.C. Hosiery is made in two thread with three thread heels and toes, insuring long wear.

BEST DYES—A.B.C. Hose is dyed with the best dyes obtainable by an expert dyer.

SUPERIORITY—Style, Fit, Quality and Workmanship of the highest order are always maintained. Made in six colors, viz., Black, White, Tan, Red, Sky and Pink. Alexandria Brand Heavyweight Children's 1-and-1 Rib Hose, made in Black and White only.

See our line. Careful comparison will convince you of their superiority.

LITTLE COMFORT ABC TRADE MARK HOSE

Allen Bros. Co.

Limited

817 Gerrard St. East, Toronto

Selling Agents R. L. Baker & Co., Toronto

"Craftana"

Registered No. 262,00[illegible]



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.



ATLANTIC
UNDERWEAR

Guaranteed
Absolutely
Unshrinkable

Made from the finest wools produced

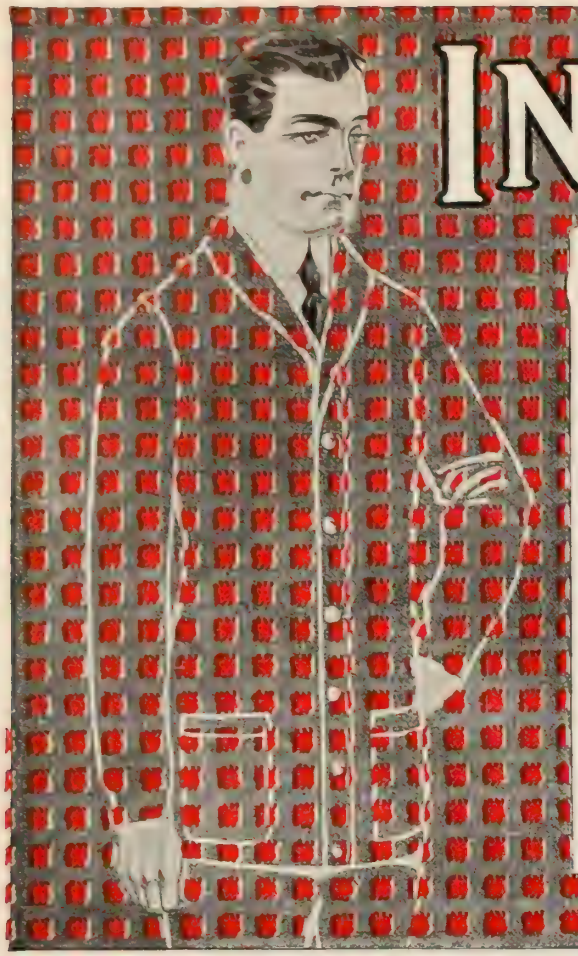
No wools in the world can surpass the fine sea-breeze toughened Nova Scotia Wools—this is the wool that Atlantic Underwear is made of. You tell your customers the truth, when you say "Atlantic Underwear is an all-wool garment that will not shrink"—that's a feature that makes selling easy.

1917 Samples are ready. See them.

E. H. Walsh & Company, Toronto, Ont.

Selling Agents for Quebec, Ontario and Western Canada

ATLANTIC UNDERWEAR COMPANY, LIMITED, MONCTON N.B.



INVERNESS

A Popular Number Shown in the Beaver Brand Range

Splendid novelty check pattern made in a wide variety of pleasing color combinations, suitable for all kinds of sports and general outing wear for Men, Women, Boys and Children. Your stock should include a quantity of this excellent number. Order at once.

R. M. BALLANTYNE, LIMITED
Stratford - Canada

WE DISTRIBUTE EXCLUSIVELY THROUGH

52 KNIT GOODS MILLS

From these 52 mills, we are prepared to meet any demand for any grade, style and weight of underwear or sweater coats, suitable for any climate, in any part of the world, at prices sure to satisfy.

WE SELL TO JOBBERS AND MANUFACTURERS ONLY

Flat and ribbed wool, worsted and cotton underwear in shirts, drawers, vests, pants and union suits for men, women and children.

Nainsook underwear—Complete line of union suits, shirts and drawers for men, boys and children.

Complete line of Sweater Coats, Bathing Suits, Jerseys, Scarfs, Caps, Skirts. Angora Sets in cotton, wool, worsted and silk for men, women and children.

We have a special department for the care of Canadian Trade. Our long experience enables us to render you efficient service, and we solicit a call at our New York office.

CLIFT & GOODRICH

ESTABLISHED 1891

TORONTO: 31 Melinda Street. **R. R. DAVIS**
80-82 LEONARD STREET **NEW YORK**

CHICAGO, BOSTON, PHILADELPHIA, and 83 BASINGHALL STREET, LONDON, E.C. ENGLAND

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Your business success in 1917 rests upon the dependability of your sources of supply. Three big facts—big buying power: international distribution: tremendous production of four large mills—stand behind our claims of superior service.

WE start into 1917 with a manufacturing capacity that is greatly increased over a year ago. Our ability to serve you well during 1917 depends more than ever on having your orders early. Quick action is necessary on the part of the Buyer.

Our travellers are now out with a complete Range of Sweater Coats, Hosiery, Fancy Knitted Goods, and Hand Knitting Yarns.

SEE FOLLOWING PAGES

The Monarch Knitting Company, Ltd.

DUNNVILLE, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Hosiery, etc.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED



"Monarch-Knit" Hosiery

The very newness of this department has enabled us to produce a range that excells in points of finish and value. We were able to secure the last word in Hosiery Knitting Machinery, and to place in charge of this all-efficient Plant a man thoroughly experienced in every branch of Hosiery Manufacture.

The travellers are now showing a complete range of Men's, Women's and Children's fine quality silk, mercerized, and cashmere hosiery.

The Monarch Knitting Company, Ltd.

DUNNVILLE, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Hosiery, etc.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

"Monarch-Knit" Coats

For Women and Children



The dictates of fashion are abundantly met by the new models in ladies' knitted coats. General style tendencies have been enhanced by the use of smart trimming effects. This range can best be described as "exquisite." The demand during 1917 for these pretty and useful wraps is sure to eclipse all former seasons. The smartness of the merchandise itself will possess an irresistible appeal to your fair patrons.

"MONARCH" Hand Knitting Yarns are carefully prepared by expert Spinners —our large Plant guarantees best service.

The Monarch Knitting Company, Ltd.

DUNNVILLE, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Hosiery, etc.



HOME OF REGENT SPINNERS LIMITED
AT ST. JEROME, QUE. 33000 square feet of floor space.

SPINNING, CARDING, KNITTING

Specialties in
WOOL SWEATERS

Regent Spinners Limited - St. Jerome, Que.

Circle-Bar Hosiery

For MEN WOMEN CHILDREN

CIRCLE BAR
Registered
Hosiery

Now showing samples of Cashmere Lines for Fall 1917.

We believe you will find them worthy.

The Circle-Bar Knitting Co., Limited, Kincardine



Quality Hosiery —Quick Returns

The quality of the goods you sell determines to a large extent what returns they will bring you. Hosiery of the Chipman Holton "Sunshine" quality assures to the wise dealers who carry it profitable returns—profitable because of the handsome profits made on each sale—profitable because of the repeats which are sure to follow the first purchase. Are you participating in the benefits of handling such Sun shine Hosiery brands as "Hercules," "Rock Rib" and "Princess"?

"Hercules"
(Registered)

This is a popular stocking for boys. Its strength makes it suitable for the every-day wear of the average boy. It is a two-in-one rib stocking, and has a three-ply heel and toe and a double elastic leg. Sizes range from 5 to 10½. Obtainable in 1 dozen boxes.

"Princess"
(Registered)

A much-admired stocking for girls. The "Princess" is well knit, and fast dyed. A fine one-in-one rib stocking made of best quality two-ply English lisle yarn. Made in sizes 4½ to 10, and handsomely boxed.

"Rock Rib"
(Registered)

This is a one-in-one rib stocking which is also made with a view to the rough usage generally accorded boys' stockings. The heel and toe are made three-ply. The stocking has a double elastic leg. Sold in sizes 5 to 10½. Obtainable in boxes of 1 dozen.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

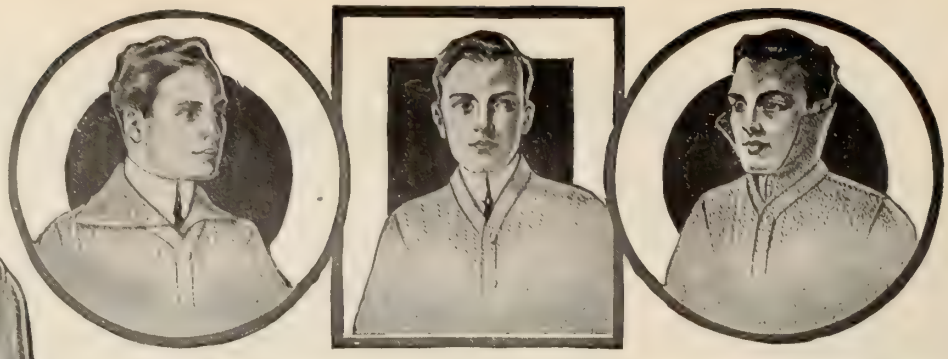
Sole Selling Agents:
E. H. WALSH & CO. Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED





Protected by Canadian Letters Patent No. 131,529 and Canadian Letters Patent No. 120,709.

THE VISOR "4 IN 1" SWEATER

(Four sweaters in one)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in HALF CARDIGAN, SHAKER and JUMBO stitch.

We will make also this year the best SHAWL COLLARS on the market in all of our lines. Also V-NECKS, PULL-OVER Sweaters and a NEW SHAWL COLLAR called DOZEN X; also double reversible CAPS, Ladies' BRUSHED CAPS and SCARFS. All of our sweaters this year will have shaped shoulders. We have added three NEW LINES of Men's Sweaters, three NEW LINES of Boys' Sweaters, and two NEW LINES of Ladies' Sweaters in the popular colors for Ladies. Prices $18 to $90. All with the Superior VISOR finish. Our line is equally attractive this year in Shaker, Cardigan, Jumbo and Ladies' Sweaters.

We furnish, free, colored show cards, etc. One of our representatives will call early in the season. Don't place your order until you have seen our complete line.

VISOR KNITTING COMPANY, LIMITED

NIAGARA FALLS, ONTARIO

FACTORIES ALSO AT NIAGARA FALLS, N.Y.

TRADE MARK

MADE BY THE GODERICH KNITTING CO

MAPLE LEAF HOSIERY

The Old Reliable Brand

Made up to a Standard,
Not down to a Price

WAIT FOR OUR AGENTS

The Goderich Knitting Co., Limited

GODERICH : : : ONTARIO



Hanger 280

(Made in Canada)

Solid Maple Hanger in buff wax finish.

Holds Garment perfectly.

Bar for Trousers.

Ready for delivery at $7.50 per hundred.

The Taylor Manufacturing Company

43 Hughson Street, ∴ HAMILTON, Can.

Makers of Racks and Hangers



To The Wholesale Trade!

During February we purpose circularizing many Thousands of Retail merchants regarding the merits of our

Face Cloths, Towels and Towelling

sending them a post card on which to answer, and asking them to name the Wholesale House through whom they wish goods shipped.

Are you carrying these lines?

We expect to get a fair percentage of replies and we trust all of the Trade will have some of our lines in stock or on order, so that they may have goods sent on to the Retailer on request.

There Is No Question That Our Face Cloths

are the best offered in Canada. They are replacing United States goods, and why not help your fellow Canadian workers by buying goods MADE AT HOME.

KNITTED

Face Cloths—Towels—Towelling and Children's Feeders—Pure White, Sanitary and Wholesome.

Hawthorn Mills

Makers of Blankets, Knitted Goods, etc.

CARLETON PLACE - - - - ONTARIO

SELLING AGENTS:

John Paterson,
310 Coristine Building,
Montreal,

Little & Little,
152 Bay Street,
Toronto, Ont.

Fred Rumble,
410 Hammond Building,
Winnipeg, Man.

V. A. Barnwell,
Pictou, N.S.

E. Elworthy,
Regina, Sask.



Peerless REGISTERED underwear

Made in Canada

Put Certainty in Your Underwear Department

Concentrate on "Peerless" in your women's underwear department during 1917 and realize the profits that come from handling a brand that has stability. "Peerless" underwear is well established with women who desire a garment that has dependable and unvariable good quality, comfort and good wear.

"Peerless" 1917 Spring Samples are ready for your inspection.

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. MacKay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 56 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 139 Albert St., Winnipeg; Montreal W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
Hamilton, Canada.

DUNDAS KNITTING MILLS

S. Lennard & Sons

MANUFACTURERS OF

Ladies', Misses' and Infants' Underwear

Zenith Brand, Crescent Brand and Velva Brand

We beg to thank our customers for their patience this last season in regard to deliveries, and hope for the coming season that you will have no cause for complaint in this regard.

SOLE SELLING AGENTS

Richard L. Baker & Company

100 WELLINGTON STREET WEST - - TORONTO, ONTARIO

Factory of the Galt Knitting Company, Limited

Devoted Entirely to the Requirements of the Trade.



TRADE MARK REGISTERED

TIGER BRAND

"Tiger" Brand Knitted Goods Are Now in the Hands of Our Agents Throughout Canada

We had disappointed customers in common with most manufacturers during 1916 owing to the scarcity of yarns and on account of labor troubles.

During 1917 we intend devoting all our attention to our regular trade and will not be booking any Government contracts. We will, therefore, be in a position to take care of your orders. We invite **your inspection of Tiger Brand Range of New Season Knitted Goods.**

The Galt Knitting Company, Limited

GALT, ONTARIO

Manufacturers of UNDERWEAR AND KNITTED SPECIALTIES



SOLE OWNERS
"ONYX" HOSIERY
AND
SELLING AGENTS
"MERODE" AND
"HARVARD MILLS"
UNDERWEAR
PAUL GUENTHER, Inc.
FULL FASHIONED
SILK HOSIERY

OFFICES
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BOSTON,
31 Bedford Street
CHICAGO,
Lytton Bldg., State Street
SAN FRANCISCO,
49 Geary Street
PARIS, FRANCE
CHEMNITZ, GERMANY

A Move in the Right Direction

THE NEW HOME OF

"Onyx" ONYX Reg U.S Pat Office *Hosiery*

Broadway at 24th Street

Emery-Beers Company, Inc.



"Imperial"
5 Exclusive Features
Underwear

Combinations and Two Piece Suits

Lap - Seam Shoulders, Comfort - Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

These Special Features

in "Imperial" Underwear help to keep your underwear department in a healthy state of activity. These features are additional to the high quality and comfortable fit of "Imperial" Underwear. Replace the sluggish selling brands for this quick-selling brand with the extra quality and exclusive features.

KINGSTON HOSIERY CO., KINGSTON, ONT.

Harvey
UNDERWEAR

ANNOUNCE
TRAVELLERS NOW OUT
To Take Placing Orders for Fall 1917 Deliveries

Harvey Underwear is made of the same reliable quality of fabric with that careful workmanship and attention to features of comfort that have made *Harvey* Underwear popular.

Women and Children have learned to appreciate the special features of Convenience, Comfort and Serviceableness of *Harvey Underwear* which is *tailored,* designed and finished to give strength, comfort and unimpaired wear.

Place your order now for full deliveries.

Harvey Worsted Sweater Coats

FOR WOMEN This line gives you a decided improvement in Fit and Design of anything yet turned out in Canada. These coats are from FOUR to SIX inches longer than ordinary styles.

FOR MEN In this line we offer you an article superior to anything we have hitherto produced. The high Quality, the style, the fit and the workmanship will give strength to comparison.

See the Harvey Range and give us your order for Fall Placing.

Harvey Knitting Co., Limited
WOODSTOCK **ONTARIO**

Agents:

Western Provinces: H. P. Lang, 462 Indian Rd., Toronto, Ont.
Ontario: J. E. McClung, 33 Melinda Street, Toronto, Ont.
Quebec: P. C. Adair, 426 King's Hall Bldg., 591 St. Catherine St. W., Montreal, Que.
Maritime Provinces: F. S. White, St. Stephen, N.B.

A Letter Of Thanks

TO OUR CEETEE CUSTOMERS

First, we wish to fully express our appreciation of the patience, consideration, also co-operation, shown by our patrons this season just past.

We did not attempt to complete all orders, but distributed our output, so that every customer would at least have a portion of his order.



For the coming season, we hope to be in a position to take care of all orders entrusted to us.

Our travellers will begin showing our "CEETEE" samples, January 2nd.

The quality and weight will be the same high and exclusive standard as always, for we will not lower the quality of

"CEETEE" THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

Neither does it irritate.

We wish you all a very prosperous season for 1917.

Yours faithfully,

(Signed) C. TURNBULL.

The C. Turnbull Co. of Galt, Limited

GALT, - ONTARIO



1917

The unusual values we are presently offering the trade in the 1917 Bentro Knit showing are about the best we have ever assembled. This is saying much, for the Brand of Bentro Knit has always stood for better style, better quality, wear and finish than is elsewhere obtainable. Even a cursory examination of our new year values will convince you of the advisability of connecting up early with Bentro Knit for 1917.

Sweater Coats, Mitts and Gloves
Caps, Scarfs, Knitted Goods

Wait for

The Williams-Trow Knitting Company, Limited

STRATFORD - ONTARIO

J. M. Robertson & Co., Toronto
E. Elworthy, Regina

J. B. Trow & Co., Montreal
A. M. Mouat, Calgary

O'Brien Allan & Co., Winnipeg
A. J. Snell, Vancouver

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

Walter J. Green is a Shrewd Buyer

ASK any wholesale house selling to Walter J. Green, or any traveller calling on him, the reason why this retailer is prospering so visibly, and you'll hear some of them say: "He is the best informed man we know of. That man reads and thinks. His world of interest is a good deal larger than his own town, or his own store. He seems to have eyes that can see far into the future, and he buys accordingly." Isn't that a fine tribute to Walter J. Green? It would be a fine tribute to any man.

▫ ▫ ▫

When H. S. Holt, President of the Royal Bank of Canada, gave his address at the recent annual meeting of this institution, he said:

> "The proper course is to conserve the unusual profits and accumulate working capital, the lack of which is so prevalent and so detrimental to the general interests of the manufacturer."

Now Green, while not a manufacturer, has perceived "the proper course," and is conserving "unusual profits"—this by investing them in good liquid securities. Whenever he has $100 or so to spare he buys a bond yielding from 5 to 6%—something which can be turned into cash quickly, or deposited with his banker as security for a temporary loan.

But he could not do this intelligently had he not for a long time made a careful study of investment conditions, and of particular securities, through a paper like The Financial Post. He would know the history of the company over a period of years. He would know how its business is going now. He would thus be well informed as to the safety, yield in interest, marketability, etc., of the particular securities he has in view.

Also he makes use of his privileges as a subscriber to The Financial Post to consult with the Editors on matters pertaining to his business, his money investments, the market tendencies, and so on.

▫ ▫ ▫

Why not be a Walter J. Green? Why not become a regular reader of The Financial Post?

> The Post is a weekly survey of general business conditions in Canada—a review of matters relating to Investments, Securities, Insurance, Municipal Finance, Bank Clearings. It is not edited with a view to interesting bankers, professional investors and brokers so much as the ordinary business man.
>
> If you could spend an hour each day discussing current events in the business world with the leading manufacturers, bankers, merchants, financiers, lawyers, etc., you would get somewhat the same information as the Post gives each week.

▫ ▫ ▫

The Post, read regularly, makes the merchant enter confidently a world that is all about him always. A world which the average man does not enter—to his own great loss.

▫ ▫ ▫

Sign the order form herewith and mail, and thus take the first necessary step in securing this service, or we will send you sample copy on request.

THE FINANCIAL POST OF CANADA

Published by

THE MACLEAN PUBLISHING CO.
143 University Ave., TORONTO

.....1917

THE FINANCIAL POST OF CANADA
143-153 University Avenue

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address.....

FANCY GOODS
NOTIONS & TOYS

BUTTONS FOR SPRING

Celluloid Remains Biggest Seller—Centre of White or Smoked Pearl—New Glass Buttons.

WHILE many new designs are appearing in buttons for Spring garments, there has been no new material utilized. Celluloid is selling much the largest quantities, though pearl, glass and composition buttons find a ready market also. As to shape there is a marked tendency for flatter types than prevailed last year. Many still have fancy and convex surfaces, but they are not so deep as formerly.

Fancy patterns appear on these celluloid buttons, which are suitable for wear with the new Spring fabrics in plaid, stripes, geometrical and floral designs.



No. 1. Novelty coat button in tortoise-shell effect with two metal bands. 2. Old gold with black in tri-corner cuts. 3. Novel mottled stripe design in one or two-tone effects. 4. Pearl centre in solid-color rim of black or colors; button is conic-section shape. 5. Indistinct double-diamond design in white with sports color; wooly effect. 6. Pear center, rim of black circle on white or color. 7. Beautiful effect in semi-ball shape colorless glass with underground of Spring green and "gold stone" on back; metal shank. 8 and 9. Novel printed designs in black or colors and white. With exception of 7 all are celluloid. Shown by A. Weyerstall & Co.

All colors, including staple and sports shades, are shown, but there appears to be a more noticeable demand for mustard and tan shades.

Ocean pearl buttons are good in their natural state; excellent colors, too, are obtained when these are dyed. They are especially adapted for silk sweater coats and come in all the staple sweater colors.

Tiny pearl buttons, hand-painted in floral and Persian designs, are especially good for trimming on fine blouses and gowns.

So, too, are the new glass buttons. These are in various sizes, some of which are especially smart on Spring silk suits. They are made with a wire shank and are washable. The coloring is good, being a good range. The color is interspersed with "gold stone" on a colored or black background and set under the transparent glass. Other glass novelties are in Oriental mottled colors, including metal effects.

Celluloid buttons with white or smoked pearl centres make a good line. They are shown in black and white and the staple dark and bright colors and are said to be in good demand for suits.

All sorts of novelty buttons too are made, and in odd shapes, mostly of celluloid. Hand painted buttons of any kind will not retain their hand work if laundered, since the paint cannot be burnt on.

Filigree gold and silver buttons are still made, but in small quantities, since there is little demand for them for the new suits.

There is some increase this season in the demand for pearl slides. Sash effects on suits make use of them and certain numbers are used for millinery purposes.

TOILET GOODS

Stores After Experimenting Are Setting This Department Well Forward—Splendid Christmas—Sales Confirm Its Permanency.

IN the department dealing with Store Equipment and Display in this issue may be seen a view of the interior of the fine new "Twin Stores" of F. M. Stafford, of Sudbury. Right beside the front door is the toilet goods deparement, catching the public going and coming, a portion of the most valuable location in the store given up to these goods.

Right in the Front Rank

That position is the result of the judgment of Mr. Stafford and his general manager, Mr. Lapp. So it is the judgment of many another dry goods merchant. It is the case in the Murphy, Gamble store in Ottawa and the Crompton store in Brantford, and the Ryan store, Guelph, and in stores all over Canada. From an original side line toilet goods have become one of the most attractive and profitable of the ground floor departments of dry goods stores.

Soaps Good Sellers

There is scarcely any other line of goods that looks more attractive and where a tempting display is more influential in extra sales of goods. And by toilet goods are not meant only perfumes and talcum and sachet powders and tooth pastes. One of the most attractive and at the same time, most profitable sections of a properly organized toilet goods department is that of soaps. The leading manufacturers of fancy soaps to-day not only vie with each other in producing soaps of intrinsically good quality, but pay particular attention to the artistic wrapping and boxing of the same. Large sums are continually being expended for original drawings and designs by artists of almost national repute, so that the department to-day can be rendered very attractive by the proper display of these artistic and tempting packages which can now be procured and sold at a moderate price. The various medicinal soaps which are so well advertised can also be made a profitable feature of the department, provided the prices are made sufficiently attractive to insure their sale.

Manicure Goods Also Sell Well

Nor should manicure supplies be forgotten, among which may be included nail powders, bleaches, tints, pomades, cuticle softeners and the thousand and one articles which now find ready sale, and which are used for the treatment and improvement of the finger nails. The sales of clippers, files, scissors, nippers, tweezers, buffers, etc., also make a very important addition to the sales of the toilet goods department, which fact should be taken advantage of by the heads of the toilet goods department.

Nor should hair brushes and corresponding lines be forgotten in this summary. These proved among the most attractive in the late Christmas sales. The experience during this season only goes to confirm the dry goods stores carrying a well supplied toilet goods department of the permanent place it should have in, at least every considerable store.

BEAD BAGS STRONGER

THE TENDENCY is becoming stronger than ever for bead bags—not just bead trimmed, but of solid bead work. These are newer, with cord or ribbon draw tops than with metal purse tops. One good design has the lower half of solid bead work and the upper half of soft grey suede with grey silk cord. In the bead work is a design of shadowy roses. This is matched in the satin lining.

Bags of silk or satin to match the Spring fabric hat are in good style too. Palm Beach devotees add a silk cushion to the set. It is much befrilled, oblong and round, resembling a fancy muff, and carried in a similar way by a ribbon and tortoise wrist ring.



Novel Hat and Bag Set

Rich brocaded silk is utilized in this set. The odd style of bag shows the design up well; edges are bound with silk braid. Poke hat has underbrim of soft straw braid, top entirely of the silk. Soft silks in chintz and cretonne patterns are utilized similarly.

Oriental silks are used to a great extent for these sets, also heavy Chinese and metallic brocades. For the hat these fancy materials are usually combined with straw.

IN THE WORLD OF TOYLAND

UNBREAKABLE dolls' heads are among the newest productions of British manufacturers. These are made of a fine composition and are said to be better than the best of pre-war German goods, in form, finish and color. The most noteworthy is a baby doll's head, but several lines are made.

Dogs and other animals which at a touch will jump, skip, hop, dance, sit up and "do things," are toy novelties recently offered.

A clever toy is the Busy Mouse, which runs around a board from end to end in a life-like manner. It retails for 25c.

A new liquid pistol, which is a five-shot repeater, is out. It is 5¾ inches long and shoots water 25 feet without re-loading. It retails at 50c.

A series of fine new toy books is on the market. They are artistic throughout, depicting games, geography, manufacture, and points interesting to children, from the world's current happenings.

A fleet of little fighting vessels is unique and interesting. Different sizes are to be had and representations of cruisers, dreadnoughts, torpedo boats, submarines, armed liners, and in fact every sort of boat craft.

A British Tank, too, has arrived in toyland, and is being very warmly received. It is an excellent model.

Remarkable and original fabric and stuffed dolls are showing continual improvement in finish. They are very life-like.

Electric toys promise to be more prominent than ever for next season. Motors, telephones, cooking ranges, heaters, and many other lines, are nicely finished and really "work"

"A. B. C. of Toyland"

One bright idea in a toy ad. was headed "The A. B. C. of Toyland," running through the alphabet, with a big A for Ark, and a cut, B for Building Blocks, C for Cannon, D for Doll, etc. Every square devoted to a letter was illustrated.

The Joytown of Toytown

Early in November Smallman & Ingram of London, announced that "Toytown opens Saturday. All the children's favorites are in this Christmas store. They welcome the children to the Joytown of Toytown. Mistress Mary, Little Bo Peep, Little Boy Blue, Humpty-Dumpty and all the merrie company of Santa Claus' helpers have been busy here for weeks getting ready to entertain the little folks and the big folks too. . . . . You may select now and have your toys kept until Christmas week by making a deposit on same."

"Northern Express" in Winnipeg

An unusually elaborate procession marked the opening of Eaton's of Winnipeg. A number of automobiles with multi-colored floats led off, followed by Santa's train, headed by a big engine, "Northern Express, 1916," smoke pouring from the stack, and the bell clanging to clear the way. The train consisted of bright colored cars with paintings on the sides of various "toyland" inhabitants. A bugle and brass band provided the chief noise, apart from the excited children.

DRAPERY AND OUTFITTING EXHIBITIONS

The Ministry of Munitions has sanctioned the holding of the Drapery and Outfitting Wholesale Trade Exhibitions, a display which for ten years has been of the greatest value to British manufacturers. This exhibition to which the public are not admitted, will be held at the Royal Agricultural Hall, London, from April 16 to 27, 1917, and the organizers are the International Trade Exhibitions, Ltd., Broad Street House, London E.C. The exhibition will include displays of all descriptions of wearing apparel of men's, women's and children's, the latest fashion productions, cotton piece goods from the largest manufacturers, woolens and costume cloths from Yorkshire, Scotland, and the West of England, and other fabrics in great demand in colonial and foreign markets, which yearly send buyers to the Agricultural Hall.

The Drapery Exhibition has always had a highly stimulating effect upon Great Britain's export trade, and it is the only exhibition that has continued its yearly display during the war.

FANCY BAND BOXES A NEW FAD

The old-fashioned band boxes are coming back into favor in new fashioned dressing. White or black satin with contrasting appliqued figures ornament one style. White satin grounds with black ribbon velvet or silk cord bands and gold tassels are other good ones. Pale colored silks, plain or shirred, with old silver lattice-work of braid or rows of gold lace paited are among the elaborate models. Figured sateens, cretonnes and bright patterned silks are used also. The inside is usually done in white or some light shade to match the exterior. Round, oval and square shapes are all popular for these boxes.

ART NEEDLEWORK

Cotton Grosgrain the Leading Weave—Darker Colors in Canada—French Dots and Criss-cross

WHILE no new stitches have evolved recently in embroidery work, designs for the old ones show several new ideas Practically everything to be had now is stamped on cotton and for very many lines a cotton grosgrain is the lead-



ing weave. This in old blue, brown, oyster, green, or old rose, makes a modish background for the newest designs. Women across the line are very fond of the white or very pale grounds, but Canadian women prefer the more utilitarian darker colors.

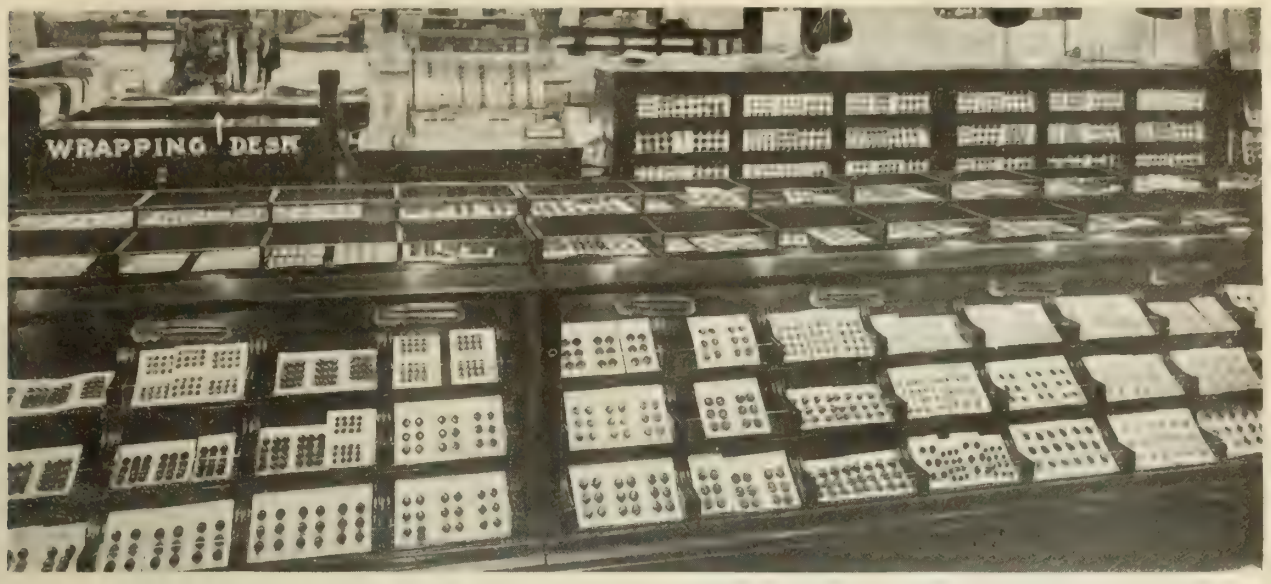
A glance at newest stocks of cushion covers, lingerie, boudoir sets, tea sets, runners, centres, etc., reveals a strong favor for French dots and the cross stitch still. Perhaps the most realistic pattern noticed, however, was a cushion top of red clover with the pattern raised and worked in a short lazy-daisy stitch. The French flower-basket idea retains its popularity in both Madeira and colored work. Crocheted edges and insets in fine white and colored work give an elaborate finish to many articles.

Among the new embroidered things seen are lemonade covers; baby's table sets—tray cloth, bib, and napkin; white flannelette baby carriage covers; tray cloths, bread plate and cake doyleys worked with an old English motto in old blues; a cushion top in Oriental design with two long Oriental tassels at either end. Italian cut work is becoming rather popular and children's and infants' dresses are shown in great numbers and variety.

SOME NEW SNAP FASTENERS

RECENT developments in snap fasteners have brought out one called the turtle-back, which lies flat, yet does not cut the thread and is easy to open because the two edges do not meet. Another new one, not yet so far as the market, but on its way, does not require sewing at all. It is claimed to fit easily into place on any material and will not tear the goods or come unfastened.

NOT MUCH TROUBLE SEEING NOTIONS HERE



This is a near-up view of the buttons section of the notions department of the Robert Simpson Co., Toronto, under the management of Mr. Allan. The drawers with the stock are behind the samples shown in each case. The lighting effect is unusually good and the sweep up two aisles in the store marks the department out for special attention. Note the convenience of the wrapping desk and cash register. This department hold two notions sales in the year, one in the Spring and one in the Fall. A sample of a sales booklet used is given further on in this number.

COTTON KNIT GOODS FOR FALL 1917 UP 50 P.C.

(Continued from page 66)

conservatism in the matter of fixing on prices that would cover the added costs of manufacture. Some even suspect them of a design to put away a Reserve for a day when the rain drops begin to patter down. And then some. One does not make hay when the rain is falling. But that leads us into the vexed field of war profits, and for the present these must be left to Lloyd-George (or Bonar Law), Sir Thomas White, and after a while, perhaps, President Wilson.

At all events, the cotton spinners are loaded up for months to come and while the demand lasts it may be expected that the prices of yarn will at least keep up, if not rise, in spite of the drop the last week or so in the raw cotton market.

For last Fall, of course, the raw cotton situation did not exercise much influence on cotton goods, as the advance at that time was only just beginning. Then, in order to keep down the prices of the former all-wool lines, considerable percentages of cotton were introduced, or, as in the case of sweater coats, the weights cut down. This year there was not much left of this to do. On the other hand the advances in the wool required for sweater coats were higher than those for most of the wool underwear and hosiery and so the manufactured article shows a sharper advance.

One Wool Went Up 200 Per Cent.

In referring to cotton advances, however, there is no intention to minimize those of the wool, only the advances in this have been spread over a longer period. One Canadian manufacturer told DRY GOODS REVIEW that a cashmere yarn (all wool, of course), which cost him 68 cents before the war, had been quoted a short time ago at $1.64, and before he had cabled acceptance the British Government had commandeered the Australian and New Zealand clips and the reply to his cable was $1.95 a pound, or nearly 200 per cent. over normal!

Next Fall, therefore, will see the former schedules of retail prices smashed to pieces.

The Advances

Underwear, cotton, up 50%.
Underwear, wool, up 25%.
Underwear, mixtures, up 30 to 50%.
Hosiery, cotton, up 50%.
Hosiery, wool, up 25 to 35%.
Hosiery, mixtures, up 30 to 50%.
Sweater coats, up 33 1-3 to 50%.

	1916	1917
Underwear, wool	$8.00	$11.00
Underwear, cotton	3.90	6.00
Combination (U.S.)	10.50	13.50
Hosiery, cotton	.95	1.35
Cashmere Half Hose	2.25	4.20
Hosiery, Cashmere	4.50	9.00
Grey Socks	1.25	2.00
Grey Socks	2.50	3.85
Sweater Coats	28.50	43.00

BIG SALES OF KNITTED SETS

Wool cap and scarf sets are enjoying what might be termed a universal vogue. They are made for dolls, babies, children, men and women. So far the men are not so fascinated by the caps that they appear at business or church in them, but go to the skating rink, or on a snow-shoe hike—where the women used them first—and you will find the men with the mates for the very wool caps and tams that women wear.

New York is showing very wide scarfs with deep pointed or sailor collar, backs and fringe. Some have high standing white collars as well. Tartan plaids are very popular in both New York and Toronto and are the newest. Fancy, pale, bright, or dark stripes are highly favored also. For juniors a dainty style is of white Angora with diagonal hairline pastel stripes two inches apart.

Sets are smart in Angora, brushed or plain knitted wool, knitted silk, and many types of pile fabrics. Some of the latter seen in New York are of white plush with shadow floral pattern; tan, black, or blue plush with leather pockets at scarf ends, and in many combinations of materials which are effective.



Children cannot be quiet for long, especially on a wet day, unless you can keep them interested and amused. How is it to be done? There are many ways, but none so good and so full of satisfaction to them as making things.

To enable them to do this it is necessary to have the right material. This is it—

Harbutt's PLASTICINE.

A toy is a toy, and can never become anything else; that's why toys are so soon cast aside—they're always the same, but Plasticine can become anything the children's minds can plan and their busy fingers execute. It is capable of infinite variety—try it.

Ask our agents for particulars.

The George Hendry Co., 215 Victoria St., Toronto.
The Copp, Clark Co., 495 Wellington St. West, Toronto.

Then there is the new **PLAY-WAX**, a beautifully clean, brilliantly colored material for modelling. Boxes of assorted colors.

HARBUTT'S PLASTICINE, LTD., 116 Bathampton, BATH.
London Show Rooms - - - 34 Ludgate Hill, E.C.

Fashion Says:

LARGE

demand for

BUTTONS

Buttons will be in evidence during 1917, stronger than ever before. We have them—good styles at the right prices. Let us supply your requirements.

WE HAVE A FINE RANGE

Ask For Samples

A. Weyerstall & Co.

145 Wellington Street West, TORONTO

SIMON, MAY & CO.

NOTTINGHAM, ENG. CALAIS, FRANCE

Established 1849

Manufacturers of Laces and Plain Nettings

Canadian Agents:

TORONTO—Williams & Paton, Empire Building
MONTREAL—John McBoyle, 43 St. Sacrament St.

To the Making-Up and Wholesale Trade only

THE AMERICAN EMBROIDERY, CORD AND TASSEL COMPANY

516 St. Lawrence Boulevard, Montreal, Que.

FURRIERS

We are offering a most complete, up-to-date line of the latest in novelties.

Crochet Buttons, Fringes, Braids, Cords and Tassels

Our range is so complete that we are able to supply trimmings for the most expensive to the lowest priced garments. These goods are unique and artistic in design and of reliable workmanship. Headquarters for all kinds of trimmings for cloaks and suits, as well as furriers. We also manufacture Bonnaz Art Embroidery.

Write for Samples

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card,*—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Ontario

To Infants' and Toy Departments

Announcing the Debut of

Happy "Rite" Family

Patented)



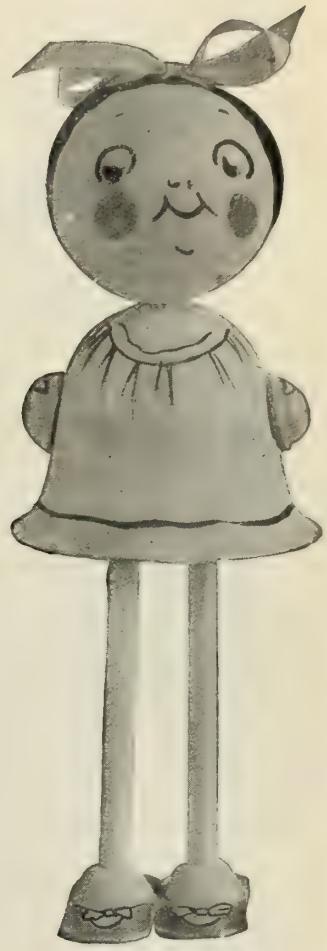
BROTHER RITE
(Patented)

Daddy Rite—The Father
Mother Rite—The Mother
Brother Rite—The Son
Sister Rite—The Daughter
Tige Rite—The Dog
Kitty Rite—The Cat
Bunny Rite—The Rabbit

Seven Original, Happy, Honest and Healthy Characters

Ready January 15, 1917

Send for $25.00 Sample Assortment, or call when in our city.



SISTER RITE
(Patented)

Rite Motion Picture Rattles
Rite Motion Picture Toys
Rite Rolling Toys
Rite Roly Polys
Rite Nursery Chains
Rite Nursery Blocks
AND OTHERS
All Made of
"Ivorite"
(Registered)

Rite Specialty Company

ORIGINATORS

35-37-39 West 36th St.
NEW YORK

Factories, New York and Newark, N.J.

Rite Puzzle Blocks
Rite Nursery Counters
Rite Rainbow Toys
Rite Nursery Dolls
Rite Bouncing Balls
Rite Musical Toys
AND OTHERS
All Made of
"Ivorite"
(Registered)



Just Out

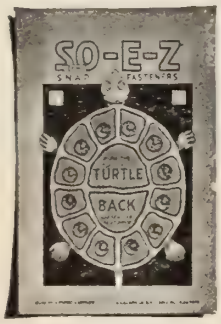
Answering the demand of the trade, we have perfected a snap fastener, that has a number of features new and exclusive to itself. It's going to be the biggest fastener in America —the

SO-E-Z

"SEW"

Trade Mark

SPRING SNAP FASTENER WITH THE TURTLE BACK (It Lies Flat)



A dashingly good card in four striking colors that will stick out of a pile on your counter.

The specially featured curved Turtle back makes it hold securely. SO-E-Z to open, yet lies flat.

Made of specially tempered brass by most improved automatic machinery and skilled American labor.

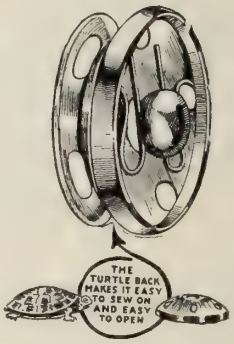
Rustproof, wearproof and long lived like the turtle.

SO-E-Z to Sew on

Turtle back allows room for, and will not cut thread, YET LIES FLAT.

Most attractively packed, 1 dozen on a card, 12 cards in a box. Made in five sizes.

Nickeled, white and guaranteed fast black.



IMMEDIATE DELIVERY

Five Sizes



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Literature now on the press, involving magazine pages, window displays, counter hangers, etc. Particularly noteworthy for its unique and moving appeal. We don't want you to order on the strength of the campaign.

Watch for the Big Advertising Campaign

The advertising will create a demand—and you'll feel it. **But So-E-Z will sell itself.**

Deliveries are now being made order through your jobber. Send for samples and literature at once.

A. L. CLARK & CO., Inc.

Sole Distributors

652 Broadway -:- -:- New York

ABEL MORRALL, LIMITED

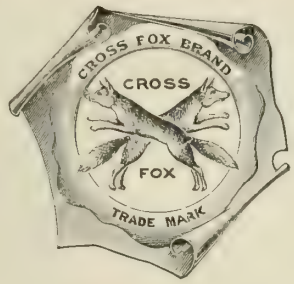
CLIVE WORKS - REDDITCH, ENGLAND

Needles
Toilet Pins
Crochet Hooks
Safety Pins
and
Smallwares





Mr. C. J. Beacham



WE WISH OUR MANY CANADIAN CUSTOMERS TO KNOW THAT IN SPITE OF THE EUROPEAN CRISIS WE ARE DOING ALL IN OUR POWER TO FILL THEIR WANTS. OUR DIFFICULTIES ARE MANY, BUT OLD CLIENTS ARE RECEIVING FIRST CONSIDERATION, AND REPEAT ORDERS WILL HAVE CLOSE ATTENTION.

Our Canadian Representative, Mr. C. J. Beacham, having joined the Forces, is unable to pay his usual visits.

THE HOUSE FOR LACE

BENTLEY & CLIFTON

LIMITED

COMMERCE SQUARE
NOTTINGHAM
ENGLAND

Special lines for Makers-Up and Wholesalers.

Torchons Vals Novelties
Lace Cushion Covers Toilet Sets, Etc.

Call and inspect our line at showrooms

J. GAGNON, Unity Building, MONTREAL

IMPORTERS and MANUFACTURERS

Art Needlework and Fancy Goods

"Peri-Lusta" "Crystal"
Mercerized Cottons Artificial Silk
Embroidery Materials
Fancy Linens and Piece Goods
MADEIRA HAND EMBROIDERED
LINENS and HANDKERCHIEFS

CAMPBELL METZGER & JACOBSON
937-939 Broadway New York Cor. 22nd St.

Canadian Showroom, Bay and Wellington Streets, Toronto, Canada

FORSYTH KIMMEL COMPANY, LIMITED

Manufacturers **Importers**

We wish to announce to our customers throughout the Dominion that our Spring Range of

1917 **BUTTONS** 1917

is a most complete one and will merit their inspection. We have the right lines at the right prices. It will pay to stock them.

Wait for our travellers.

FORSYTH KIMMEL COMPANY, LIMITED
THE BUTTON HOUSE
Kitchener **Ontario**

SPRING NOVELTIES

Latest Designs and Materials in Cretonnes and Chintzes—Bungalow Curtains—New Nottingham Effects.

IN chintzes and cretonnes, the shadowed effect in which the large flowered designs are mistily revealed as through a delicate hazy veil, or strewn over a black and white or dull striped background, will be as popular as ever, and as widely shown this Spring. Paisley motifs in chintz and cretonne designs are very interesting and rival the floral designs in popularity.

Amongst the newest creations for Spring, 1917, will be found the very charming fancy repp material with a wealth of effective and attractive designs. A new departure in this direction is the use of a special weave in the same material, the new weave being called "Fancy Broken" repp. Very daintily upon the surface of the fabric appear, not too regularly, slight roughnesses which catch the light pleasantly, adding to the richness of the effect. In all overdrapes where the background is a solid color tans are preferred. Otherwise, black and white effects lead in the best trade.

A charming Chinese pattern in English chintz on a very fine weave and soft fabric is likely to be immensely popular. Colored Madrases are coming in strong again this Spring, in the opinion of leading men in the trade.

Covers of Children's Comforters

Silkoline fabric is being used this Spring for covers of children's comforters, in nursery patterns. Prices of silkoline materials are advanced quite considerably this Spring, running from 17 to 20 cents per yard to the retail trade, and there is very little available at 15 cents now. The fabric is scarce and hard to get in quantities.

Sateen is given considerable favor for draperies and bedroom furnishings. It comes in rich colorings and designs and its fine weave shows up the detail well.

Exceptionally attractive lines in Nottingham bungalow curtains are being shown to the retail trade for the Spring business of 1917. Very dainty effects will be observed with charming patterns, and lace edge sewn on. This is a feature never before achieved. There are medium price goods offering to the retailer at from $1.75 to $2.25 a pair.

Outside of the ecru and printed ranges of scrim and marquisette, which are increasing in demand daily, the Spring season of 1917 will see a very fine selection of novelty curtains, with motif designs, and fancy patterns, indeed, the novelty lines are only limited by the imaginations of the designer. These will embody tambour, embroidered and applique combinations, and this also applies to goods by the yard.

Turning Out Swiss-like Curtains

One leading firm of Canadian manufacturers in Montreal are this season able to turn out from their own factory Swiss applique design curtains made here on the exact system by which the same goods have been formerly turned out in Switzerland. The first part of the work is done in the factory, then the French-Canadian operatives take to their homes the work in that stage, to bring it back to the factory afterwards for the finishing operations exactly as is done with these curtains in Switzerland. Canada is making a success of this.



Spring Draperies

Upper two—New designs in English chintzes showing verdure and floral effects in good color combinations. Blues and tans are dominant here.

Lower three—Fine printed sateens in popular types of patterns, stripe and lattice-work backgrounds and jardinière effects. Shown by W. R. Brock Co., Toronto.



1 2 3 4 5

From the left, No. 1, fancy repp with background stripes of black, blue, tan or rose and harmonizing floral pattern. No. 2 is cretonne, the first of the kind ever made in Canada. Pheasants in red and yellow and in blue and green are the feature of the pattern. No. 3 is a Chinese pattern in English chintz. No. 4 is repp with stripes and checks in black, blue or brown and white. No. 5 is fancy repp with black or blue triple stripes and floral design in natural colors. All Spring showings by Daly & Morin, Montreal.

HEAVY advances in carpets and linoleums marked the opening of the New Year. The following price advances have been announced in addition to all previous price advances for linoleums etc., by the firm of Barry Oslere & Shepherd, Kirkcaldy, Scotland:

	Advance per sq. yard.		
Cork Carpet—			
Triple quality	5d.	i.e.	10 cts.
A.B.C.	3d.		6 cts.
S.B.C. & S.C.F.	2½d.		5 cts.
Linoleum—			
E.X.Y. quality	1d.		2 cts.
C. quality	2d.		4 cts.
A. & B.	3d.		6 cts.
Extra thick A.A. and Battleship, 6 and 4.50 m m qualities	4d.		8 cts.
Double extra	7d.		14 cts.
Triple extra	8d.		16 cts.
Inlaid linoleum, super parquet, Tudor, tiling, inlaids, oak plank, and granite	4d.		8 cts.

In addition to these regular advances on the goods two shillings (48 cents) is charged for canvas packings per 8/4 roll which charge now includes linoleums from "C" quality upwards. Cork carpets "S" quality and upwards charged in proportion, also wide goods. 6/4 and 5/4 are charged as 8/4, and 4/4 is charged at one shilling (24 cents) per roll for canvas packing.

On the same date the Scottish Floorcloth and Linoleum works, Kirkcaldy, mailed a list of advanced prices per sq. yd. linoleums over and above all previous advances, as follows:

Inlaids and super parquets	4d.	i.e.	8 cts.
Linoleum 8/m/m, brown	8d.		16 cts.
" double extra brown	7d.		14 cts.
" 6/m m, brown	4d.		8 cts.
" A.A. and extra thick brown	4d.		8 cts.
" A.A. and extra thick colors	8d.		16 cts.
" A. and B. brown and printed	3d.		6 cts.
" A. and B. colors	5d.		10 cts.
" C. brown and printed	2d.		4 cts.
" C. colors	4d.		8 cts.
" E.X. and No. 2 brown and printed.	1d.		2 cts.
" E.X. colors	2d.		4 cts.
" felt	3d.		6 cts.
Cork carpet, triple brown	5d.		10 cts.
" " colors	8d.		16 cts.
" " A.B.C. brown	3d.		6 cts.
" " A.B.C. colors	5d.		10 cts.
" " Art brown	2½d.		5 cts.
" " Art colors	3½d.		7 cts.
Floorcloth M. & O.	3d.		6 cts.
" P.R. No. 3 & H.T.	1d.		2 cts.
Linoleum rubber	3d.		6 cts.

Advanced prices subject to usual trade discounts.

	Advance per sq. yard.		
Inlaid linoleums—			
B. granite	7d.	i.e.	14 cts.
Jaspe & Moire	3d.		6 cts.
Floor cloth—			
E.A.O. & H.T. qualities	1d.		2 cts.
M. & S. qualities	3d.		6 cts.

Narrow widths and mats advanced in proportion.

Colored grounds, plain linoleum extra charge over plain brown are now as follows:

	Advance per sq. yard.		
Linoleum—			
E.X.Y.	3d.	i.e.	6 cts.
C.	4d.		8 cts.
A. & B.	5d.		10 cts.
A.A. and extra thick	7d.		14 cts.
Cork Carpets—			
Triple	6d.		12 cts.
A. B. & C.	5d.		10 cts.
S.B.C. & S.C.F.	3d.		6 cts.

On December 13, carpet manufacturers in Scotland, (Glasgow) and England, (Kidderminster) advanced all prices by 15 per cent., notifying Canadian buyers by circular letter of that date.

No Prices Guaranteed

Early in December a prominent firm of DRAPERY Goods Wholesalers, New York, repeated with special emphasis their warning to the trade in the following terms:

"From this date NO prices are guaranteed. The increased cost of goods together with the difficulty of getting foreign goods (which latter also adds to the landed cost) will make price advances necessary. Advances may be made without notice and our customers are therefore requested before making contracts of any consequence to inform themselves as to prices and quantities in stock."



DUTCH COLONIAL CURTAIN.—A Charming window treatment, made of superfine scrim, with pretty lace edge, hemstitched, lace corner motifs and neat inset valence lace trimmed with motif to match. All ready to hang with head and casing 80 in. across top by 2¼ yds. long. Name of maker on application.

DALY & MORIN, LIMITED

MANUFACTURERS, IMPORTERS
and CONVERTERS

Window Shades and Shade Cloths
Drapery and Upholstery Fabrics
Art Novelty Curtains and Piece Goods
Swiss Applique Curtains and Door Panels
Drapery and Upholstery Hardware

Write for Catalogue

TO THE TRADE ONLY

MONTREAL SALESROOMS
CORISTINE BLDG., ROOM 27

FACTORY and WAREHOUSE
MONTREAL-LACHINE, QUE.

Prime and Rankin, Limited

Buyers Seeking Something "A Little Better"

INVARIABLY PREFER OUR LINES

ABOUT CURTAINS.

"Windsor Brand" Scrim and Marquisette Curtains. (Any length. Ivory and Ecru.)

Hand-Drawn—Scrim and Marquisette Curtains. (2½ yds. long. Ivory and Ecru.)

Novelty and Staple Designs in Lace Curtains. (2½ and 3 yds. White and Ivory.)

Eiderdown Quilts.

Canadian Agency for the celebrated quilts made by McLintock & Sons, Ltd., Barnsley, Eng.

Handkerchiefs

Staple and Fancy Lines for Fall and Christmas Season.

Pearl Buttons.

Staple and Fancy Lines in all sizes.

CURTAIN PIECE GOODS.

Madras Muslins — (White, Ecru and Colored) (Agency John Brown & Sons, Ltd., Glasgow.)

Fancy Bordered Scrims, and Voiles, Marquisettes, Etc. (White, Cream and Ecru.)

Curtain Nets. Various qualities and designs, in White, Ivory and Ecru.

Lace Edge Scrims. Made on Voiles and Marquisettes; with lace edge or with insertion and lace edge. (Ivory and Ecru.)

Velours. All 50 inch widths, and full range of popular shades.

Cretonnes, Taffeta Cloths, and Shadow Cloths.

Laces and Embroideries

Exceptionally Good Import Range Including Staples and Many Novelties.

18 Castle Gate
NOTTINGHAM, ENG.

PRIME and RANKIN, Limited

74 York Street
TORONTO

CANADIAN LINOLEUMS AND OIL CLOTHS

LINOLEUMS FLOOR OIL CLOTHS
TABLE OIL CLOTHS, STAIR OIL CLOTHS
ENAMELLED OIL CLOTHS

Designs, Quality and Prices

Our goods are made to suit the requirements of the Canadian climate and trade, and their ever increasing popularity is proof that they give satisfaction.

are

Right

SEE OUR SAMPLES

Samples of our goods are in the hands of all Wholesale Dry Goods Jobbers

Manufactured by

The **Dominion Oil Cloth Co.,** Limited
Montreal

J.B. Henderson & Co.
LTD.
SELLING AGENTS

Specialists in Drapery Fabrics

We stock

SHADOW TAFFETAS	MUSLINS
REPPS	MADRAS
VELOURS	NETS, Etc.

Mail orders solicited

439 King St. W., Toronto

Corner Spadina Phone A. 2220



Table Top Style G

The Taylor Cabinet End Rack

Made from oak or birch, and beautifully finished in mahogany stain.

Holds two rows of garments.

Table top for display purposes, and to give protection to the garments, 6′ long, 4′ 6″ or 5′ 6″ high.

A cabinet suitable for either suits or overcoats.

It is mounted on ball-bearing castors, enabling rack to be moved without trouble.

Can be used either in floor centre or against the wall. **Price, $15.00.**

The Taylor Manufacturing Company
43 Hughson Street Hamilton, Canada
Makers of Racks and Hangers

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF **$500** OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO



HERE'S A SELLER!

The Perkins Sweeper Will Please Your Customers

Quality, Serviceability and Durability at moderate price make the Perkins Sweeper a live seller.
You can sell the "Perkins" Vacuum Sweeper with absolute confidence, knowing that each customer will be well satisfied with its good quality and features of utility. The "Perkins" has unusual features and is sold at a price that makes it a good seller.
These are the features that distinguish the "Perkins" Sweeper: Perfect Brush Adjustment, Hinged Nozzle and Spring Nozzle Clamp, Flanged Wheels, Noiseless Fibre Bearing, etc.
All patents are protected in Canadian Kenney Basic Vacuum Cleaner Patents.
Recommend this sweeper to your customers. Place a trial order and be convinced of its good selling propensities.

Wilbur C. Perkins & Co., Reg'd

140 McGill Street, Montreal, Quebec



The "LINSASHA" (*Reg. trade mark*)

PATENT

PUFF AND FACE LEATHER

Every lady who comes into your store is a possible purchaser of this dainty and attractive little novelty. Order a supply now, and show at your fancy goods and notion counters; you will quickly send a repeat.

Just a simple little toilet puff and face leather combined, three tints of power, white, cream and pink, and three pretty colors for the cover, pink, white and blue, packed in transparent envelopes, 1 dozen in a box, showcard with each box.
Prices, sample order, duty, freights and insurance paid.

From stock on receipt of remittance.

Dozen - -	1	3	6	9
$	1.80	5.25	10.20	14.85

Size about 2½ in. x 2⅛ in. Weight about 1 oz.

Quotations for larger quantities on application.

Made by

THE PEACE PILLOW CO.

17, Manchester Avenue, Aldersgate St., London, E.C.

Telegrams: Holborn 2553. Telegrams: Wanklyn, London

DRESS ACCESSORIES

RIBBON TENDENCIES

High Prices of Raw Silk Greatly Enhance Ribbon Prices—Swiss and French Manufacturers Ask 60 Per Cent. More—A Velvet Ribbon Vogue

RIBBONS are bound to be more expensive this Spring, according to indications apparent to the observant in the trade branches interested. The fashion for ribbons has not been very pronounced in millinery in the past seasons, and is still not such as to stimulate demand extensively, but yet the manufacturers in France and Switzerland are demanding for their product prices which rule up to 60 per cent. more than previous scales—that is, the scales of their lists previous to the European war.

With demand very much reduced for wide ribbons in the millinery trade, the whole ribbon trade came in for dull business and many ways and means were devised to stimulate the use of ribbon, notably in the Fancy Goods direction. Good work was done in this direction by large retail stores featuring whole departments and huge window displays for ribbon-fancy work alone. But in millinery the ribbon was far less used.

Even though the fashion is thus against widespread demand for, and large use of ribbons, manufacturers are asking for the product prices fully as high in many instances as the large wholesalers have been selling for. Increased cost of coal, and of labor, are blamed for the condition. The very greatly increased price of raw silk is another reason for the higher prices of ribbons.

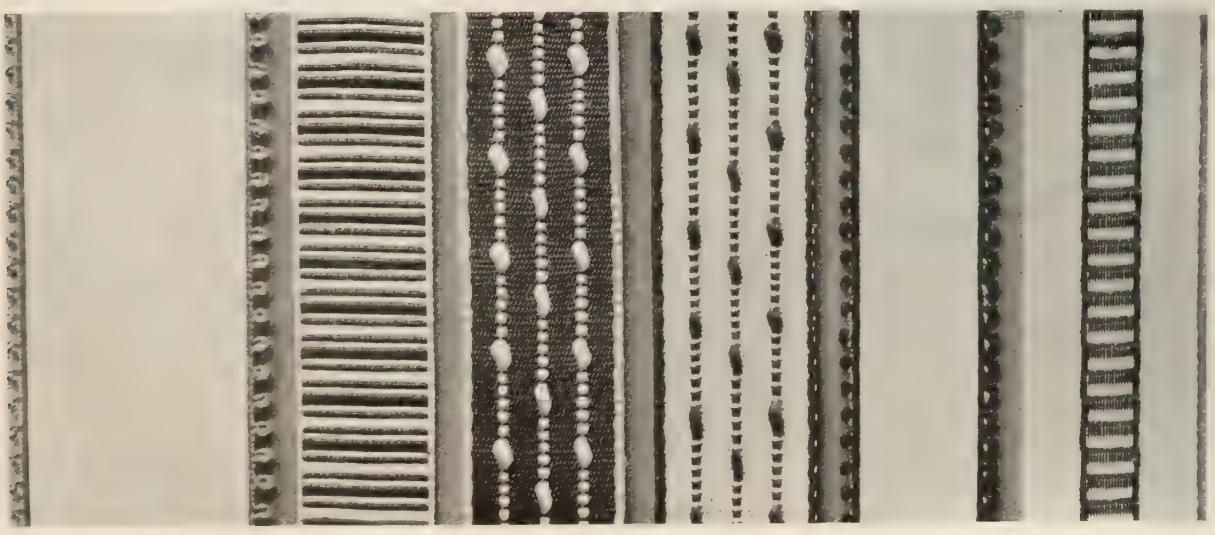
Raw silk, which formerly cost from $3.50 to $4 per pound for the best Italian grade is to-day selling for $6.75 per pound. One of the reasons which help to keep up the price of silk is the enormous consumption, due to a great demand for broad silks of all kinds for dresses, caps, sweaters, and gloves. Then, again, as every retailer knows, within the past year or so, there has sprung up an unprecedented demand for silk lingerie, hosiery, underclothing, etc., all of which has greatly increased the consumption, while production of silk is declared to have fallen below the level of the days before the war. These conditions, of course, compel higher prices not only in Italian silks, but also in Japans, and in Cantons, the whole production of raw silk having in fact advanced in price for all grades as compared with the prices paid before the war began.

The outlook for Spring trade in ribbons, however, is believed to be better as regards fashion's dictates, from the point of view of the producer, wholesaler, and retailer. More ribbon will probably be used in millinery, and it may be that the broader ribbons will return to vogue. Especially does the tendency seem to be towards wide failles, and moires, and there is a decided trend towards velvet ribbons. If this fashion develops these goods are likely to be exceedingly scarce, and will be high priced.

Sand and Rose in Swiss Lines

Swiss ribbons are becoming more scarce continually, and the mills less able to cope with the demand. Shipments are arriving at intervals, however, and this Spring's offerings are, as usual, in accord with the trend of fashion in other lines.

Sand is the leading shade in almost all types of ribbon, and rose too is prominent. Plain ribbons are more frequent than fancies. So far as hats are concerned the fancy effect is brought out by combining anywhere from two



Ribbons Are Necessary For Spring

Since fashion demands narrow ribbons, many are the varieties offered. These are fancy and picot-edged gros-grains made by Belding, Paul, Corticelli, Ltd., Montreal.

to four or five, usually dull, shades. These are sewn or shirred to give stripe effects.

Novelty Spring parasols are made entirely of ribbon and there is no dropping off of the demand for hand-made ribbon flowers for gown trimming and corsage bouquets. Lingerie manufacturers are using ribbon on everything. Spring prospects are for a brisk ribbon season.

A Canadian firm has received samples of Japanese ribbons which are of very commendable appearance and weave. The prices, of course, are rather high on these early productions.

NECKWEAR

Filet Laces Becoming Prominent in New York—Tendency to Long Points—Satin Slip-Over

THE neckwear world has been quieter for the past couple of weeks than for some time. Some new curves and corners give a little variance, but at present neckwear seems to have settled into Georgette sailor collars, for the most part.

Crepe de chine, broadcloth, organdie, and satin are still fairly active. Perhaps the fancy for filet laces keeps up lace neckwear sales. The New York stores show a good deal of this type. The newest of them is a sailar collar of filet net with inset border of filet insertion about 1½ inches wide.

A white broadcloth model which was nearer a cape than a collar was in 3-tier cape effect, coming close to the neck all round. The edges were finished with ½-inch white silk military braid.

In the sheer materials the tendency apart from sailor cuts, is towards long points, which may appear in the back, on the shoulders, or in front. A dainty val. guipure or filet edging usually finishes the whole thing.

Fichu effects are still good and some cities favor the jabot fronts, though these seem to be passing from blouses. The jabot is really very effective in Georgette, crepe de chine, silk, organdie, chantilly, or filet lace. The cascade style is still rather good.

Another new touch is the satin slip-over collar. It has a sailor or shawl effect in the back. The monk style or else V-front allows plenty of room for slipping over the head. A pretty yoke effect may be gained from this style where separate ends do not have to be fastened in place.

Satin to Protect Furs

Many of the furs and high coat collars are being protected by a dainty satin collar whose neat points form an attractive setting for the face. These points may be embroidered, beaded or edged with lace. The beads, however, might be inclined to catch the hair at the back.

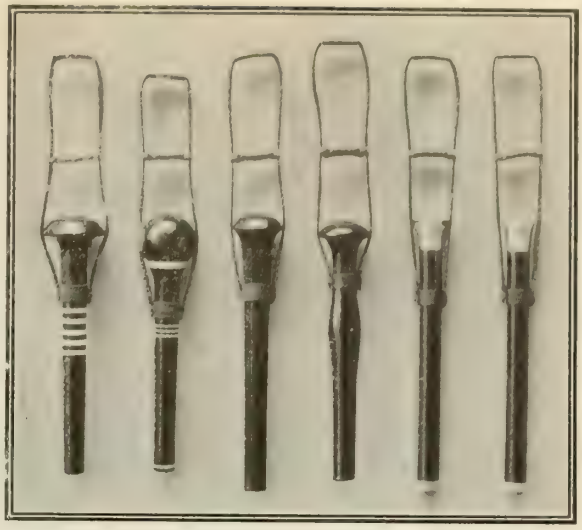
In cotton goods, nets are about the best line for Spring. These are mostly of the sailor type and are quite smart, with touches of sports colors. These touches may be in fancy silk spots appliqued on, or in borders or insertions of fancy striped silks or cottons.

Bonds of Persian trimming are good on any style of collar.

VOILE HANDKERCHIEFS NOW

THE LATEST material to enter the handkerchief field is voile. Some hemstitched hand-embroidered styles are selling well. Some others have neat printed borders mostly in solid colors, anywhere from a quarter of an inch to an inch and a quarter in width.

Auto hats are in many novel shapes for Spring. Leather, fine silks and satins in solid colors, combinations and fancy patterns are shown. Plaid silk is seen frequently.



Spring Ideas in Umbrella Handles

Illustration shows varieties of handles fitted with the new patent slide, for securing the umbrella to the wrist. The loop and slide are of black morocco; handles are black enamel. First two samples have white enamel trimming; next two all black; remaining two have silver ends. Shown by Brophey Umbrella Co.

UMBRELLA DESIGNS FOR SPRING

A PATENTED novelty for numbrella handles is just being put on the market. It consists of a slide with nickel ends through which passes the wrist strap for carrying the umbrella when not in use. Both slide and strap are half an inch wide. When the strap is over the wrist the slide is pushed up close to the wrist securing the strap so that it cannot slip over the handle without the slide is moved down again.

A similar idea is worked out in large sliding beads with silk strap handles.

The former style comes attached to black enamel handles, black with white stripes and black with silver ends, all of which are very neat. The silk handles are slightly more dressy with their natural wood handles, some with jade tortoise, ivory or agate ends and the sliding beads to match.

Handles are mostly of the 7-inch length.

SKATING SETS OF FABRICS

New York, Jan. 3.—(Special).—Though society is reverting again towards the old style of entertainment in New York, it is fond of skating again this season and consequently must have apparel especially for the occasion. The wool set idea has led to sets made of fabrics and all are admired. The shapes and styles are many. Chin Chin caps, tams and turbans are shown and scarfs of novelty shapes, cape and sailor collar styles. Some of these are self lined, some lined with a contrasting color of the same material, and some with silk.

The favorite materials are plushes and other pile fabrics. One set was of white plush with shadow design of pink or yellow roses, white silk lining. Another was of tiger plush, lined with gold color corduroy; top of cap was also of the corduroy; wool tassels to match finished both pieces. Others were of check velvets, mahogany, brown, red or black plush. Leather pockets and hat bands trimmed some of these.

ATTRACTIVE NEW VEILS FOR SPRING-TIME

NEWEST veilings are so attractive in design that they cannot help but meet with general approval. The large veil is spoken of very strongly for Spring again, both in New York and in Canadian cities. Chenille and thread-run scroll and floral patterns are shown in both one-piece and yard veilings and in taupe, black, brown, purple and navy. White veils, too, are said to be preparing for quite a run in New York.

One of the new patterns which is being taken up readily is a filet mesh with large floral motif of thread with chenille dots; the centre and tiny leaves are of velvet. These motifs are not close together and stand out very effectively over the face.

Lacey, indeed, are the round veils with their fine chain-stitched patterns. One of clover-leaf design and another of pepper-leaf foliage are among the newest. These are on hexagon mesh.

Frequently the bordered veils are worn without the border up over the hat. Perhaps his fashion inspired the idea of the "crest" veil. In these the crest is a single design which rests over the front of the hat, forming effective trimming; a thread pattern trims the lower part. The crest is of gold or silver thread or of various colors of wool combined

The blue, brown and purple veils, embroidered with gold or champagne colored wool are quite the biggest thing in veilings just now. Dark colors on black are to be had also. They come in yard goods or piece veils. One very striking sample is rectangular and measures about four feet by three feet, with heavily embroidered design in centre and corners and small design around edge. From two to four inches of the net appears below the design and without a selvedge of any kind.



An Attractive Spring Veil

Purple large mesh straight-hanging veil with artistic border-design in champagne wool. A leading Spring type. Imported by Thompson Lace & Veiling Co.



The "Crest" in Spring Veilings

The "crest" is a novelty in Spring veilings. It is an embroidery design in gold or silver, which fits over the front of the hat. The lower part of the veil has a thread run design. Shown by E. and Z. Van Raalte, New York.

SPRING RIBBON STYLES

Something About the Patterns and Color Schemes of the Many New "Narrows" to be Prevalent

RIBBONS for Spring will be narrow beyond question. The range of narrow ribbons offering to the retail trade during the opening months of 1917 will be varied in many ways, one of the latest devices being the introduction of tiny French knots in lighter or darker color longitudinally worked into the fabric of the ribbon. Another design shows a "ladder" effect in darker color generally, upon the main ground color of the ribbon. Picot edging is also coming strongly to the fore for Spring business in ribbons for millinery and other purposes.

In a range of narrow Spring ribbons seen, the color schemes are varied, and delicate. The patterns are worked out in blue and gold, in light blue and white, in mossy green and black, in grey and cerise (a very delicate combination of color) also in a rich soft brown and mossy green. The wider picot edged ribbons come in cerise ground with gold edge, also in blue ground, green, and navy or brown ground. These picot edged ribbons are to be prominent in the Spring.

Narrow ribbons, it is predicted, will not be so strongly affected by price increasing factors as the wider ribbons, at least for this Spring trade.

A novelty to be introduced to the trade this Spring is an assorted carton of narrow ribbons for millinery purposes, the ribbons supplied in short lengths especially for this class of business, and most conveniently.

The death occurred of Felix George Lloyd, for many years head of the drug, sundries and photograph department of the T. Eaton Co., Toronto.

A useful article these days. A "WHERE-TO-BUY" Directory. See the one in this issue.

Summary of Spring Fashions

DRESS FABRICS

SILKS.—All supple weaves good, crepe, de Chine, Georgette, gros de Londre types, taffetas and poplins. Bright colors, Spring green, gold and orange; large, striking patterns, spots, checks and stripes, for sports. Street wear demands staple dark shades, and greys, sand, blues and rose. Some Persian effects. All wash silks of Shantung and Habutai order in big demand.

WOOLENS.—Fine suitings scarce, demand strong. Serge, mohairs, wool and mohair mixtures; some new weaves, jerseys and tweeds all active. Dark shades, tans and black and white popular. Double, triple and fancy, dull and shadow stripe and plaid designs; more decided for sports.

COTTONS.—Designs similar to silk and woolen goods. White good for all wear. Voile and organdie strong in pale shades of dark Winter colors; also spots combined with plaids or stripes and in Summery floral and fruit effects. Heavy skirtings similar to wool weaves good. Cotton damasks relieve linen shortage.

PILE FABRICS.—Wool and cotton used extensively for skirts and separate coats. Striped corduroy new. Bolivia offered again. "Monkeyskin waterfall," a new silk velvet for costumes, evening wear and trimmings.

LINENS.—Continues scarce, especially fine qualities. Supply stretched out by addition of much cotton. Union goods sell in large quantities. Designs few and none new.

READY-TO-WEAR

SUITS. — Prominent for Spring. Straight lines throughout. Coats around finger-tip length; very large pockets, narrow belts, semi-belts and sashes, Norfolk plaits, smaller collars, sleeves tailored or full with fancy cuffs; bell sleeve hinted for fall.

SKIRTS.—2 to 2½ yards wide, very slightly longer. Suit trimming of gold, white or contrasting color stitching; two-color or covered buttons.

COATS.—28-32 in. length for sports, others full length, straight loose cuts in all. Best have fancy linings.

BLOUSES. — Active in Georgette, crepe de Chine, net and voile, with plaits, lace, motifs and handwork. Filet lace prominent.

BATHING SUITS. — New York novelties of velvet and corduroy; taffeta, satin and mohairs good; bright colored trimming.

CHILDREN'S WEAR. — Straight lines, high waists; full short skirts lead. Russian styles good. White and many bright and staple colors.

MILLINERY

Fabric hats for early and sports wear. Satin the big leader.

Fancy silks, crepe de Chine, Georgette and much grosgrain ribbon used.

Straw trimmings and underbrims.

Crowns mostly higher; many with narrow rims. Larger hats later.

Much handwork; feather and floral mounts and applique motifs in colors for trimming.

Shapes odd, some turn off the face in "cake" effect; others long and narrow. Trimming accentuates crown.

Aigrettes, fanciful ostrich mounts, small flowers of many colors, fruit, lace and much hand ornamentation are the trimmings in evidence.

The Spring is to be a season of dignified but cheery and youthful fashions.

The LACE GOODS COMPANY, Limited

Specialists in Laces
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Handkerchiefs
Curtain Nets, etc.

SCARCE GOODS
Immediate Delivery

We have a stock of Khaki Handkerchiefs. A fine, big variety of Laces and a range of Embroideries at values that will make attractive selling for your whitewear department.

Our Curtain Nets and Scrims for Spring selling will prove a profitable line to push.

Attractive Values for 1917

Our continuous specialization on these lines enables us to offer you values that will further our reputation for quality at prices that stimulate buying and bring worth-while profit to our patrons. **Ask to have a representative call or samples submitted.**

You are cordially invited to visit us when in the city.

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$4.00 to $12.00 Dozen

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$4.50 to $15.00 Dozen

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This firm is also the manufacturer of the well-known

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Our travellers are still booking orders for Spring Delivery. Is your order placed yet? If not, we suggest that you see the samples. Write us for particulars.

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Rising Sun Ticket



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are synonymous with **"GOOD TASTE"** both in **CHOICE OF DESIGNS** and execution of work. The patterns are well chosen from the latest and best Parisian designs. The colors and cloth quality cannot be excelled, and the result is one word:

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Those who have stocked these **"WELL KNOWN PRINTS"** will do so again.

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at once and ask him to show you the new Season's Ranges, which are quite up to their usual standard, and good name.

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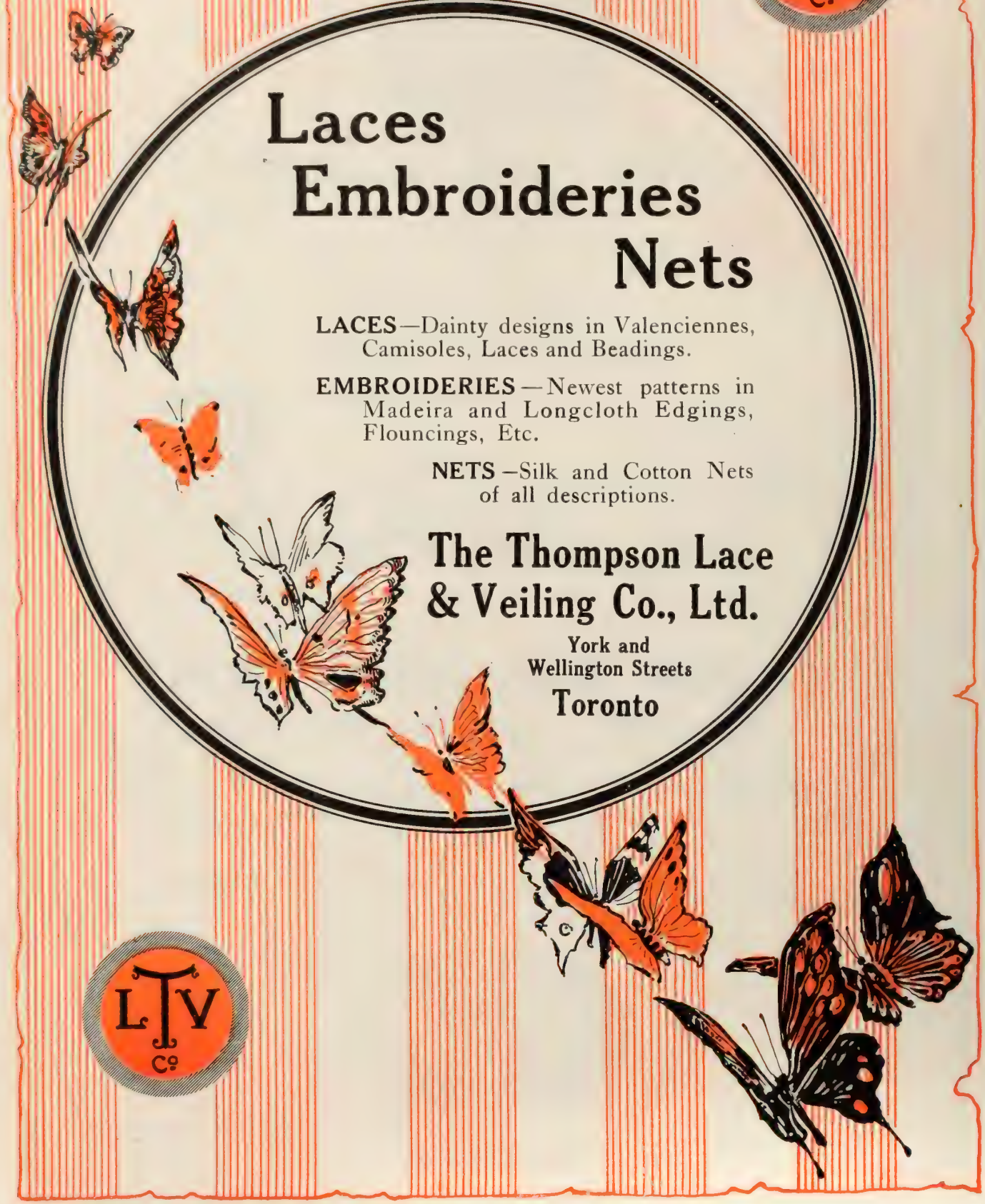
are a **"HALL MARK"** of **CONFIDENCE AND DURABILITY.**

The **"RISING SUN"** Ticket, as above, is on each piece, and the **STAMP SHOWN BELOW** is on the outside fold. Also as a special guarantee the name **"CRUM'S STANDARD"** is stamped alon gthe selvedge.

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Jan. 1st, 1917

PERSONAL

Dear Sir,

To you, one of our numerous valued customers, we beg to tender our sincere thanks for your patronage during the past year.

Your appreciation of the great difficulties at present attending glove manufacturing, and the helpful and considerate spirit in which you co-operated with us, alone made possible the transaction of satisfactory business.

Our representatives will shortly submit samples of our full range of Kids, Suedes, Capes, Chamois, Mochas, Washables and Fabrics for IMMEDIATE DELIVERY AND FOR SHIPMENT JANUARY 20TH, WITH SPRING DATING, and in addition Lined Cape and Mocha Gloves and Mitts; also Woollen Gloves for Fall 1917 shipment.

We ask you to rest assured that we have taken every measure possible to assure good deliveries, and can therefore reasonably guarantee same, subject of course to possible contingencies directly due to war.

The linking of your Glove advertising with ours has doubtless produced good results, and we therefore take pleasure in advising you that the contracts for our 1917 Dominion-wide campaign are already placed.

Yours very truly,

Dent, Allcroft & Co.



A Guide for 1917 Buying

to guard you against the shallows of inferiority and the commonplace in Neckwear and Novelties.

The "Phoenix" Mark on Neckwear and Novelties is a surety that you are getting outstanding quality and originality. This mark has withstood storm and stress of competition, and to-day it stands firm and strong with the trade. As the Lighthouse symbolizes safety and guidance, so this mark guides buyers to true values and reliable quality.

Be guided by the Lighthouse Mark in your Neckwear and Novelry Buying for 1917.

Phoenix Novelry Company

TORONTO, ONT.



Liberty Satin—Picot Edge—
Paisley Trimmings.

Heralding Finnie Creations *in* Spring Neckwear

Finnie Neckwear for Spring, 1917, is replete with creations that are exquisite in sheer daintiness and beauty. To display these designs means an instant appeal to women who love to get away from the commonplace in Neckwear.

A goodly supply of our numbers will put your Spring stock in line for quick, profitable selling.

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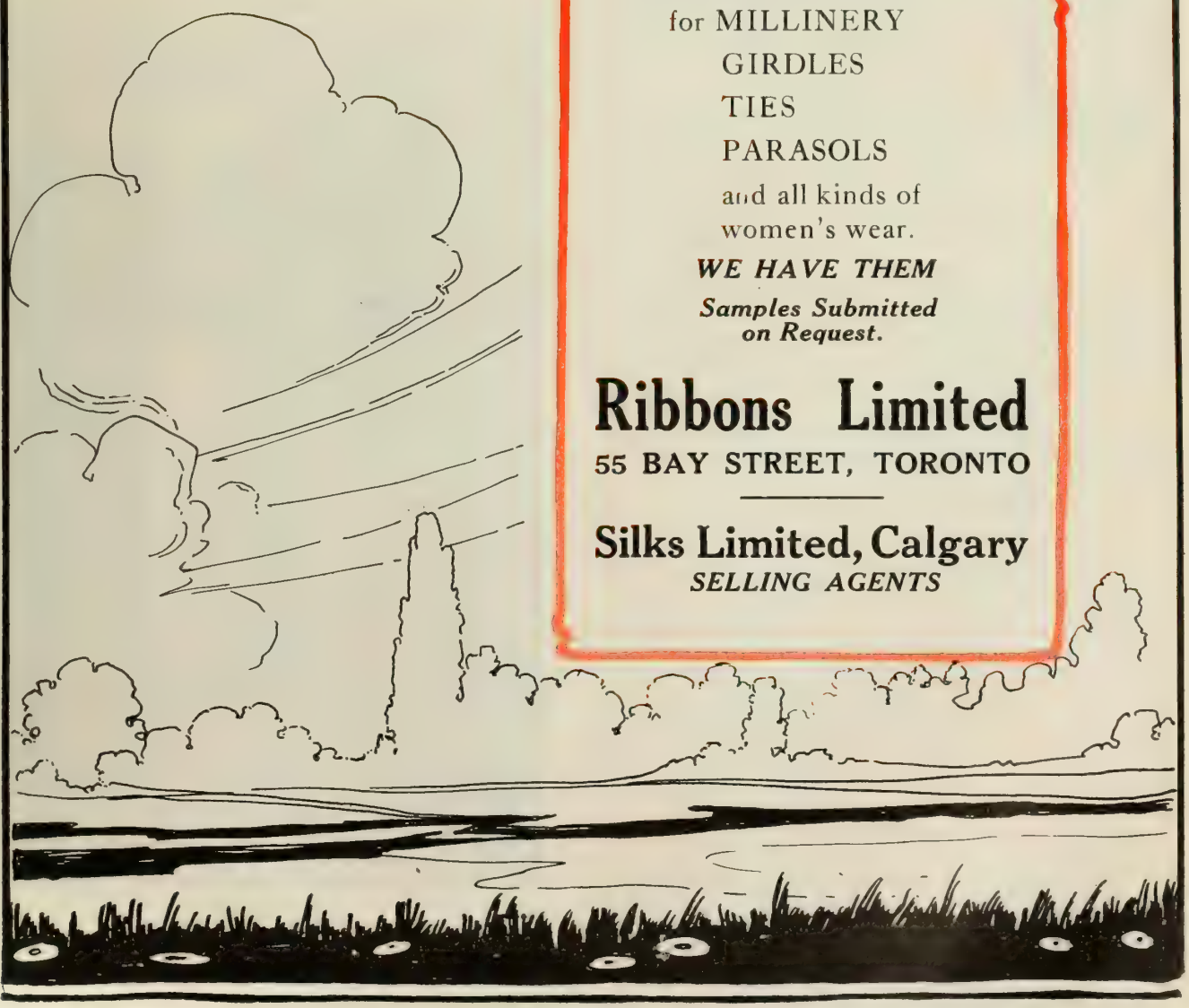
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SELLING AGENTS

READY-TO-WEAR

SPRING SUIT STYLES

Straight Lines are Mostly Seen—Originality in Pockets—Changes From Norfolk Lines.



Hint of barrel skirt; fulness caught with band at bottom.

IT IS TOO early yet to know what will be shown in suits for late Spring and Summer wear, but early Spring suits have marked features in style and material.

Straight lines are dominant. Skirts have little or no trimming, unless it be in the style of pocket and belt. Gathered, pleated and buttoned pockets, in both patch and saddle-bag style, are among the varieties. Belts are mostly of a conservative width in yoke effect, fitting rather loosely over the gathers, box or flat plaits of the skirt. The skirt length is only slightly increased over last year. Frequently it is the same. One firm finds the greatest interest centered in the straight line, two-piece skirt, two to two and a half yards in width.

Fancy stitching of contrasting heavy twist is a frequent neat trimming for both coat and skirt. Red, gold, or white on navy is smart, or green on tan or grey.

On suit coats there must be pockets—large and often baggy—and just the cutting of these pockets differently from his competitors' is where the originality of the designer is perhaps most evident.

Fair numbers of buttons are used for trimming. These are usually of two colors, matching the material and the stitching.

Collars Smaller and Sailor Cut

Collars are not so large as they have been through the Winter, and are almost invariably of sailor cut, with a soft white over-collar of silk or crepe, with a touch of color.

Sleeves are a little smaller, especially if cut straight. A little fulness above a deep or a bell cuff, with some small button trimming is in good Spring style.

The suit coat, which is cut with a yoke, flat or box pleats, and a belt or sash tie which does not hold in the waist-line very decidedly, is the leading number. A remnant of the Norfolk style is left in these, but the variations are interesting.

The Materials Used

Serge, silks, gabardine, jersey, velour, mohair, and the new weaves, "Poiret twill" and "Chuddeh cloth," are the materials in the best lines shown. Linings are frequently of plain colored silks to match the suit material, but the dressier suits have richly colored fancy silks in stripes, Persian or floral designs. These linings sometimes extend into collar and cuff trimming.

COATS

A FEW full length top coats are shown, but popularity is for the finger-tip length or slightly longer. All adhere to the straight loose lines, large pockets, and variety of materials. When belts are used they are loose and placed at a long waist-line. Tweeds are the popular staple material. These and the black and white checks may be brightened with colored materials in collar and cuffs.

Wool velour, Country Club, zibeline, serge, covert and corded velvet are other materials made up. For sports wear bright colorings may be had, such as apple green, gold, wisteria, rose, and white. Tans and brown are good for street wear.



Spring Suit a La Mode

Straight lines dominate. Pockets are of original cut. Skirt plain and straight in popular length for 1917. Machine stitching trims coat.

BATHING SUITS

ALL THE popular designs and fabrics are made into bathing suits; taffeta, Paisley and Persian effects, satin and jersey in solid colors, black and striking stripes and color combinations, are all shown. Possibly the newest idea is the bathing suit, including bloomers and toque, of velvet. One suit is of dark brown chiffon velvet, with deep yoke, full gathered waist and skirt, wide side pockets with flaps, heavy brown silk cord belt; scant bloomers are finished with a velvet ruffle. Another is of white corduroy with yellow touches.

Some Fanciful Trimmings

Gold thread, ruffles, smocking, Paisley bands, and stitching are used for trimming. Broad collars, yokes, sashes, full skirts, scant bloomers worn below the knees are the present style features.

The staple black and navy lustre suits are shown again. The scarcity of lustre makes the price slightly higher than last year, but there seems to be sufficient material obtainable now to keep up the activity of business. Brilliant trimming in polka dots, stripes, or solid colors, is general.

SPRING BLOUSES

Striking New Patterns Being Developed—Maize Georgette With Navy Blue Crepe de chine—Voiles Lead in Cottons

BLOUSES continue to appear in great numbers, styles, prices and materials. In dressy blouses the strongest interest is centered more and more in Georgette and crepe de chine. Novelty patterns are continually being developed.



New Design in Crepe de Chine

Many unstitched plaits and lace insertion across front make this white blouse attractive. Wide up-turned ruffle hemstitched and lace edged make a pretty cuff finish. Sailor collar and square neck with Copenhagen gros-grain ribbon hanging untied and 6-lignes pearl buttons are other features which provide good style. Made by Geo. G. Dunning Co., Ltd.



Blouse of Distinction

The new full tucked sleeve with ruffles, bead-work and buttons at wrist; bead-work suggesting large armholes; narrow flat collar with tucked vestee showing all round; double peplum to match sleeves, other touches of tuckings and buttons are all features of the good style in this blouse.

One striking new combination is a maize shadow plaid Georgette with navy blue crepe de chine. Another dainty model is all of white Georgette with triple rose stripes. Pastel shades continue to sell well. Many models of white or delicate shades are made up with radium, crackle mesh, or macrame lace.

One dainty style was of palest flesh shade with embroidered macrame lace; touches of Orinetal embroidered silk were across the front, and points of bright-faced satin hung loosely. These were picoted and finished with Oriental balls. The sleeves were ¾-bell shape with full length, close-fitting cuffs underneath.

The Russian blouse in these materials is a very slow selling number, according to several manufacturers. As one suggested, if the designer of that style had just brought white taffeta skirts into fashion with this basque blouse, it would no doubt have gained popularity readily, but they really do not look pretty over a dark skirt, and white taffeta skirts are not in style. The regulation blouse, therefore, remains the leader.

One firm reports noticeably increased sales during the past four weeks in the darker colors.

Cottons of Voile, More Tailored

As to cotton blouses, last month's predictions in the REVIEW hold true with emphasis. Voile and organdie are the materials made up everywhere, with voile the stronger. The jabot front has almost disappeared. Blouses are becoming more tailored though by no means plain. Embroidery in fine patterns and insects with guipure, val. and filet lace are dainty trimmings.

NEW YORK PREDICTS SPLENDID SUIT SEASON

Best in Years is the Early Report—Fancy Silks, Jerseys, Failles and Brocades Likely to Replace Taffetas—Serges Popular — No Demand Yet for Long Skirt.

Written by staff correspondent of The Review.



MODISH SET FOR SPRING.
Oriental silk with straw and tassel makes a smart Spring hat. Smarter still is the effect when a bag also is made of the silk.

NEW YORK, December.—(Special).—This is just the season when manufacturers guard their new designs as a chipmunk guards his Winter's food supply. However, there are so many buyers anxious to make an early Spring showing that manufacturers have just **had** to unveil some of their treasures and make known the general trend of fashions for Spring. But, even then, they have little that is striking in style to announce.

It seems a natural sequence that after a Winter almost exclusively of coats, and those heavy and roomy ones, the Spring season of 1917 should be a good one in suits.

Big Suit Talk for Spring

"It will be the best suit season in years," said several manufacturers to DRY GOODS REVIEW. These suits will be in dark colors, tans, greys, blues, and pastel shades for the real Spring season, but later, clear, bright sports colors will prevail. Coat collars are to be smaller than the Winter style, and mostly sailor in shape, though some round ones will be worn by those who can wear them. Skirts are narrower than last year and cut on strictly straight lines. Even if they have plaits or gathers, they are cut to appear narrow. They usually fall straight from a yoke effect belt.

Continuance of the Short Skirt

Only in few houses is there demand at present for skirts to be noticeably longer than last year. The majority find that strong favor is shown for a continuance of the short skirt, particularly in sports garments. It is expected, however, that before the year is out, the boot-tops will no longer be seen, and perhaps the ankles will be almost covered.

Other Silks Replace Taffetas for Suits

The materials for early suits are serge, gabardine, poplin, check, velour, and silk, in solid colors, and in stripes, mostly.

"Will taffetas have a run this year again?" was asked a number of firms by the REVIEW, but almost with one voice they cried, "No. Fancy silks, jerseys, failles and brocades will replace them."

Fancy Cuts to Sleeves

On the check velours and other fancy suitings the collar and cuffs are frequently of tan, suede, or of gold colored cloth with suede finish. Sleeves are mostly of the small tailored type, but fancy cuts are given the lower part at times. One slightly flares like a gauntlet cuff; another has just a hint of the bell cut, while another style has a bell cut as far as a deep cuff and cut in one with the sleeve, which is finished with a row of small buttons. Coats are on straight lines as well as skirts, and very frequently cut in Norfolk variations, with large patch or saddlebag pockets and sashes, or belts, half-belts, or side belts. Suit coat lengths are from wrists to finger tips.

A style which Paris seems to be favoring for Spring has a wide, straight, box back, but the front held in to the figure by a belt from side to side. This style is noted in suitcoats and full length models, as well.

These early tailored suits are mostly plain in finish. Twist stitching is the chief trimming.



A COMFORTABLE SCARF.
Carrying out the fancy for cape and scarf in one with high white roll collar. Fringe is an appropriate trimming for this fine wool model.

Top Coats as Well as Suits, to be Worn

A goodly number of top coats are moving briskly, notwithstanding the promised vogue for suits. The top-coat, you remember, is a definite style garment for the coming season. Top-coats are made up in all the light weight suiting materials and like suits, are lined with fancy silks. The thick, light-weight coatings, like velour, Bolivia, and wool pile fabrics, make up many of the attractive new models. For exclusive trade, suede coats are very good in gold and brown. These are soft and very smart.

These top-coats are full-length for both women and Misses. They are cut loose and straight, and where there is a belt, it, too, is loose. The waist line is slightly lower than the normal, or else higher. Perhaps a

BARREL SKIRT COMING IS NEW YORK HINT

Flare Prevented by Securing to Narrow Band Near End of Skirt—Bell Sleeves in New Cloaks—Blouses Show Prominent Use of Filet Laces—Soft Draping Dresses.

As result of interviews with makers and Buyers.

bit of partiality is shown to the former, though. In any case, the waist line is quite loose.

A model of mustard colored velour was cut straight and loose, with wide side pockets. A new touch was in the pocket, being buttoned to the coat across the top with four self-covered buttons.

The newest cloaks are shown with very wide bell sleeves.

There is again favor shown by some firms for the dress-coat, or coat-dress. These, of course, are a little more fanciful and fitted than either the suit or the regulation top-coat. They are not being taken up readily enough yet, however, to indicate any future.

Some serviceable looking and new sports coats at Lord & Taylor's have two-inch plaits all round, and are made of dull blue or rose Country Club cloth. Two two-inch white bands are set in near the bottom.

The Barrel Skirt Coming

The next phase of evolution in skirt fashions will very probably be the barrel skirt. Only hints of it are seen so far. This type provides the fulness which the soft clinging materials suit best and yet takes every precaution against flare by securing the plaits or gathers to a comparatively narrow band quite near the edge of the skirt. The barrel effect is further brought out by a belt fitted over the fulness at the waist.

Separate Blouses Continue Good

GEORGETTE and crepe de chine are the big leaders in blouses still, and new fancies are brought out in these materials every little while. Embroidered net, lace, silk marquisette and silk voile are all popular for dressy blouses also. In wash blouses as well as in some of the finer kind, the most striking feature is the favor for filet lace, either real or imitation. It is used for edgings, insets, collars, cuffs, or motifs.

New organdie blouses have dainty insets running lengthwise or crosswise of fine Swiss embroidery. Some are further fancified by the insets being outlined by Valenciennes lace. Many fine trimming tucks are used in any material, and may run any way the designer chooses. Tucks, like the insets, make sleeves dainty, as well as the back and front.

While most of the cotton blouses are all white, some with touches of color, delicate or flashy, are shown. Sheer striped materials are frequent among these. One model at Macy's was of fine white lawn with one-inch salmon-colored stripes. Down the front, around the cuffs and collar, these pink stripes were outlined on one side with white knife-plaitings an inch deep.

An Occasional Shortened Sleeve

So far, short sleeves in either blouses or "daytime" dresses are more scarce than stock collars. Just occasionally in one of the dainty, warm-weather lingerie frocks, or in a dressy sheer blouse, does one find any shortening of the sleeve length. Wholesalers are confident that the full length sleeve will reign for another Summer, unless it be in the case of sports goods, and even there many long sleeves will be seen.

Soft Drapery Fabrics for Dresses

CREPE DE CHINE, Georgette, Shantung, and other wash and fancy silks, voile, marquisette and organdie, are the materials used for the new season's dresses. These soft fabrics which drape so beautifully are very effective in the full straight-line styles. Frequently one sees panel and apron effects. Sometimes the panels are at the sides and cut either longer or shorter than the rest of the skirt. For evening gowns these panels are richly embroidered or beaded, or may be in two or three ruffled tiers edged with satin or ostrich bands. A simple, but extremely pretty debutante's frock is of pale blue Georgette, made in Greek style, with the girdle of mauve velvet ribbon.



The top-coat for Spring is full length. The separate skirt, frequently of striped material though cut straight, hides many pleats and is finished with a belt of novel lines.



SPRING HAT AND COLLAR.
The slip-over white satin collar gives a pretty yoke effect. Straw hat with hand-made colored reels for trimming is chic.

JUNIORS and CHILDREN

Forms Will Wear Full Skirts and High Waists—Orange, Blue and Rose Popular—Colored Stitching.

LITTLE girls' frocks, whether of wash or "dress-up" materials, show a marked tendency towards high waists and straight lines. Fulness is provided by such as pleats and gathers, sometimes smocking also. While these styles are in themselves very pretty, especially in sheer materials, and allow dainty trimming and novel effects, they tend to give the little girl a rather "middy" appearance. This effect is carried out, too, in the outer garments. Any variation of Norfolk styles is quite as proper in kiddies' wash dresses as in women's tailored suits. The middy for Spring is in Norfolk style, many in coat effect with pleated skirts. Two-piece middy suits are very much in demand and those with skirt attached to under part of middy are better in the very small girls' sizes than before. Sometimes the larger girls like that style, too. One ten-year size dress has pleated skirt and tie of blue and natural linen-color plaid attached to plain linen middy trimmed with blue braid.

Dresses with narrow embroidery edging and embroidered collars, belts and cuffs, sell very readily. Chambray, repp and ginghams in solid colors, plaids and stripes remain staple. Bright colors, especially orange, blue and rose create much interest. More plain sports stripes are seen in little folks' dresses than in grown-ups', possibly because it is a good way for makers to use up any of these materials left over from last year. They really look quite pretty in this year's style of little dress.



The Little Summer Girl

Wears a pretty frock of white voile showing high waist line and straight full skirt. Loose satin ribbon girdle is held by motifs of embroidery and lace; dainty collar to match.



A Stylish Little Dress

The fabric is staple, pink chambray with white pique points on collar, cuffs and pockets. Fullness and high waist-line in 1917 style. Shown by H. L. Watts, Ltd.

Colored Stitching a Feature

Colored stitching on white dresses or white stitching on solid color dresses is a feature of 1917 trimmings. One neat little coat effect dress was of orange poplin with white pique collar and cuffs and white stitching on the poplin; pockets were cut in one with the white belt.

Almost all the wash dresses up to 16-year sizes, are cut with three-quarter length sleeves.

One style of dress in 12 to 16-year sizes is of natural color linen in coat and panel effect, and skirt plaited all round. Bands and buttons of brown repp are used for trimming. Lines which sell at $9 to $18 are reported to be popular ones.

ONE-PIECE DRESSES IN WHITE

A WHITE taffeta dress cut on the straight lines and general style of the popular, one-piece serge dress, is being shown by Eaton's. A white Georgette collar gives a soft finish. Elsewhere similar styles are seen in pique, repp, pongee, etc., which promise continued popularity throughout the Spring and Summer for this convenient style of gown.

Simpson's are showing a costume of the new monkey-skin, waterfall fabric, which is very attractive. It is of dark green trimmed with skunk.

A new type of wool jersey sports suit has just come to notice. It is a much heavier type than the familiar fabric and of closer weave, so that it will be more liable to retain its shape when worn.

NEW SPRING CORSETS

More Curve Below the Waist Allowing More Room for the Figure—Less Stiffening—Materials Hard to Get.

A SINGLE glance does not reveal all the fine points—or rather lines—of the newest corsets. One sees that the figures are beautiful, but the reasons for that are many. In the first place, the bust line is lower, as predicted in the October REVIEW. It is placed in the majority of cases from two to three inches above the waist, perhaps slightly higher in the back. This allows more of the natural lines of the figure and eliminates stiffness. There is sufficient fullness and curve outward to prevent any ridges above the corset and with the use of a brassiere, the figure may be comfortable and neat.

Below the waist, too, there is more curve than formerly. This brings out the waist line more clearly and also allows elbow-room for the figure to retain its curves and not be pushed out of place by stiff, straight lines. The natural sequence of this alteration is the shorter skirt to the corset. The long skirt is no longer necessary to secure the figure. Now it is just long enough to follow the natural lines and retain them.

There is less boning than formerly and only for very stout figures is stiffening allowed over the hip-bones.



Newest Type of Corsets

Low bust, slight flare above waist-line and curves below. Back shorter. Straight front remains.

While the straight front is strictly maintained the small amount of stiffening and the slight curves elsewhere allow freedom and comfort at every turn.

As to the materials, manufacturers make no guarantees as to what will be used. All are difficult to obtain, so that the best thing they can secure suitable for the various grades and styles is the most definite information obtainable. White, flesh, lavender, and pink will probably cover the color range.

PINK AND SHORTER BRASSIERES

IN BRASSIERES there is a strong increase in the demand for pink and for the best grades of brassiere. They are so elaborate, too, as to replace the corset cover in many instances. One firm finds the bandeau or bolero style selling well for next season. Throughout the past year the front fastening was favored, but interest seems to be increasing in the back fastening style, despite the wearer's difficulty in hooking it. It is thought that this style, with a rubber insert, gives the best fit. Every material from cambric to pussy willow, is used. The lines of brassieres are not changed any unless it be that they are slightly shorter. Both full and three-quarter length are in demand, of course.



A brassière so ornate with embroidery and laces may well replace the corset cover as a suitable lining for dressy waists. This model is of crepe with lining of net. From Model Brassière.

FANCIFUL LINGERIE POPULAR

CREPE de chine is still the leading material in silk lingerie. Gowns, negligees, boudoir caps, camisoles, underskirts, and envelope chemises, all sell in large quantities made of this material. Finest laces and hand-made trimmings, rose-buds and bow-knots, are used and flesh colored material strongly predominates.

Wash satins, ribbons, Georgette, nets, chinchin crepe and silk mull have their place and with them all, white wear is not less in demand. The same kinds of dainty trimmings appear on any of these materials.

White underskirts with three old-fashioned frills of fine embroidery edged with lace, are returning to favor.

DRESSES FOR SPRING

GEORGETTE, crepe de chine, and any of the wash silks, are to be good for dresses, but with suits so much to the fore at present, one-piece dresses are not looked upon as a big item for early Spring. It is expected that they will have their usual Summer run, of course.

Any style of wash silk seems to be readily bought up. One firm finds the brocaded Habutai and rather bright stripes in wash silks particularly good. The large one-button front is appearing oftener. In the smaller size, a novelty composition button, with oriental colorings in metal, is neat trimming.

FROM OUR RESIDENT CORRESPONDENT IN PARIS

Fur Trimming Replacing Use of Sets—Flounces and Pockets on Skirts Give Way to Pleats—"Robe Chemise" in Dresses—Neck Becoming Free Once More—Fashion Hints

Written exclusively for Dry Goods Review.

WINTER is coming fast, bringing cold, dark and dreary days. For the fashionable lady, however, there are no such days, for any change in the weather means a fresh turn of fashion. She will endure anything for the sake of her splendid goddess "La Mode." In spite of wet, cold days, she will wear the thinnest silk stockings and tiny shoes, or a light silk dress, so long as it is fashionable.

Let us see what we are to expect for the coming season.

Firstly, I might mention that the change is not so great as might be expected; the difference consists especially in the skirt being longer and less full than last Summer and Autumn. I can already tell you as a "tip" for next Spring that this new line will prevail in the new collections.

This tendency is already shown in the wedding and evening gowns.

Wedding Robes Conservative

The train is becoming fashionable again. Some wedding gowns are made with a long court cloak which displays itself majestically on the steps of the church. This beautiful fancy dress, however, is to be seen only at grand weddings and foreign marriages. Most French girls stick to the wholesome round skirt, which is less showy and more suitable for the present circumstances. The appearance of such weddings is none the less fine, though, for if the bride's dress is less elaborate, the beautiful "bleu horizon" uniform of the bridegroom, very often crossed by the green and red ribbon of the glorious "Croix de Guerre" (war cross) and sometimes by the still more glorious red ribbon of the "Legion d'Honneur," makes the picture very handsome indeed.

To come back to grand weddings, the majesty of the court dress necessitates the same magnificence in the whole cortege. The dresses will be long and made of sumptuous damask, velvet or brocade. Those marvellous materials are not only used for ceremonies, but also for our ordinary dresses of this Winter. The bridesmaids still wear the round skirt going below the ankle. It seems that a similar pattern is used for them all. It is always the pink crepe dress of a uniformly soft shade rendered more soft by a narrow band of skunk which gives a most harmonious effect to the whole costume. The court cloak on this dress is most stylish and reminds one of the fine pictures of the eighteenth century.

Trains and Tunics for Evening Wear

As regards evening dresses, the tendency is for fancy skirts with long and narrow trains. Imagine a kind of tunic opening on the fluffy end of a lace or muslin or net apron. The train ends in a point. On the other hand, even if the skirt is long, the bodice is very much reduced, opened right to the waist in the back. It is very high in front, leaving a very small "decollete." What is most harmonious in this "toilette" is the suppleness of the waist, obtained by means of a large waist band of grosgrain, tucked to the shape of the body. No longer is to be seen the stiff silk bodice, but a crepe lining covered with draped net or chiffon, crossed in order to give grace to the bust. As a matter of fact I might say that we want to enjoy more and more the graceful figure that is not made stiff by tight linings or corsets.

The linings are now separate from the blouse itself, and made of schappe silk, taffetas or batiste. The decollete, which remains high, is ended by narrow lace. The whole dress is only maintained at the waist by the high grosgrain band tucked as explained above. It is very easy to understand how graceful the straight robes must look. They are very becoming, indeed, and give the prettiest look one may desire to see on the beloved guardians of all beauty.

Model From Drecoll



Youthful tailored suit made in velours de laine of putty color and trimmed with Hudson seal. Back straight and without a seam. Belt on the front. Wide skirt hanging in inverted plaits. Sent to DRY GOODS REVIEW *from Drecoll, Paris.*

Fur Trimming Remains in Vogue

For the staple costumes, the shades are dark blue, purple, dark red, mole, tabre and bottle green; the materials are wholesome; cheviot, serge, and velours de laine, trimmed with tiny strips of fur.

Fur is no novelty, though, for last Summer, even, it was used a little too much for the season. Now our fancy for fur is justified and it is with great pleasure that we see most of our dresses and oats bordered with wide strips of mole, Hudson seal, beaver, and seal, which are quite classical, also every kind of coney from electric coney to the silver coney, which, by the way, looks very nice on some coats. The high square collars and cuffs are made also of fur which makes one resemble a Russian or Siberian lady, especially if the hat is also made of fur, as is now the fashion.

Fur Capes Replace Smaller Neck Pieces

Sets are no longer worn. There is scarcely a stole or tie to be seen. It has been replaced by the fur cape or shawl which is put on the coat when it is very cold. This new tendency explains why handsome furs like silver and cross fox, fisher and ermine, are less in favor. What is required is long and narrow fur that can be worked into distinct stripes. Mink, and especially fetich, Russian or French, and kolinsky, are used for capes. Mole, raccoon, natural lynx, natural or dyed sitka fox are worked up into shawls. Krimmer (Astrakan gris) is used for trimmings. Fur coats are not very numerous. There are still, of course, the Hudson seal, Persian or broadtail coats, but they are often replaced by cloth cloaks lined with nutria, or similar materials.

Muffs are getting smaller every day and one wonders whether they will be even large enough to receive one's hands, together with the tiny powder box and the letter from the front. Whatever the material may be, we use fur to adorn it, or if this ornament is too heavy or expensive, big stitchings or colored silk embroidery is used instead.

Large Striking Motifs on Dresses

Dresses will be pretty, indeed, when trimmed with "en relief" motifs of gaudy shades, blue on red, or yellow on green, for instance.

Pockets have been fashionable lately, either big or small, striped with colored stitching. They have adorned a good many skirts, which, heavily gathered at the waist, have a peasant look which is much appreciated.

Incoming Skirts Are Pleated

It seems that both gathers and pockets have lived their day and now they begin to give way to pleated skirts.

The difficulty for dressing is not in finding the materials, for there are plenty of sumptuous silks, but in choosing the prettiest one. We had for a long time disdained silk and favored woolen stuffs. Our mind is changed now. We have at our disposal so many classes of silk fabrics that it is quite a problem to decide what one wants, for one is tempted by everything.

Brocaded taffetas with velvet flowers are becoming fashionable again. I have seen some dark green taffetas with green velvet flowers which make at a distance large stripes on the silky ground. Some golden threads here and there brighten it without being gaudy. The bodice, very flat, is made of plain taffetas, as well as the sleeves, which are sewn to the armhole in heavy gathers. The "corselet" waist band is made of broche, also the shawl that comes from the collar to end in points at the belt. The skirt of broche is mounted on the waist band by heavy gathers.

Gabardines, serges, and silk sergettes, make some lovely light and shopping dresses. Embroidery of all kinds, velvet and fur are mixed up harmoniously to make delightful trimmings.



Russian Suit for Spring

Spring style features are admirably brought out in this Russian green serge suit. The belt slipping through the top ends of the extremely large, baggy, patch, side-pockets; the straight lines and pleats; part cuffs cut in one with the sleeves; dainty over-collar of tiny embroidered flowers on white silk poplin, fancy stitching and buttons. The skirt is not extremely short, but is very smart. Coat lining is fancy-stripe green silk. Made by M. Pullan & Sons.

In that kind of material the shade "Havane" is much appreciated.

The "Robe Chemise"

The plaited skirt with a tiny flat bodice which gives a bolero suggestion can be seen. Then we have the straight dresses called here "robe chemise," slightly tightened at the waist by a belt of same material. That belt must be narrow, an inch wide at the utmost, and stiffened by a lining of light shade velvet, a trifle wider so as to make a border to it. I should recommend vieux rose velvet to match the Havane shade. Some gold embroideries on the bodice will finish them up in a very nice way.

Supple Silks and Glittering Trimming

The "Liberty," so supple that it is always a favorite

(Continued on page 127)

NEW YORK STORES AND ALTERATION CHARGES

General Rule to Make Customer Pay the Cost—Helpful Form Used by Bonwit Teller—Contrast With Kingston Store Which Does Alterations Free.

From New York interview, by staff member of Dry Goods Review

NEW YORK, Dec. 30.—Inquiries in the ready-to-wear departments of several of New York's leading stores as to whether charges were always made for alterations, elicited affirmative answers in every case. Bonwit Teller's department added, "except in some cases of high-priced garments where there is not too much work to be done."

"What do you consider a high priced garment?" THE REVIEW asked.

"For a suit or coat, somewhere around $60 or $65. In all other cases charges are made, based upon the amount of work to be done. A deposit is asked on all goods requiring alterations."

Further remarks were to the effect that when a customer wished alterations to be made the garment was at once turned over to the alteration department. A fitter was sent who took down the order with full particulars on a tag card 6 inches by 8 inches, the two sides of which may be examined in the accompanying illustrations.

It is well to note that the card is of such a size as not to cramp the information. The space for remarks is intended for use and with ample room for explanation there is little danger of uncertainty as to just what alterations are desired. Proportionate space is allowed, too, for measurements, address and other instructions. The card itself is of good material so that ink may be used without blurring.

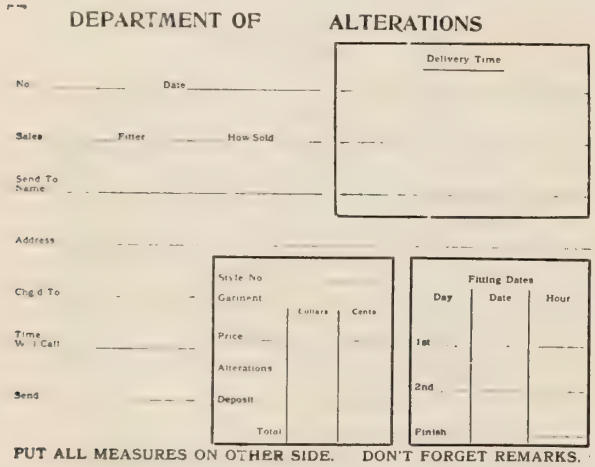
Promise for Delivery in Red

Emphasis is placed upon the space for delivery time of the garment by an outline of red. By this it is evident that promises are firmly expected to be kept and goods must be ready on the date set.

Another feature of this large ready-to-wear department was noticed in the methods of showing goods to customers. Tables about four feet square with felt tops and rather low are each accompanied by four chairs so that customers may examine garments easily. These tables are numerous, as are large sized mirrors also.

Classes are held once or twice a week for salespeople so that they are kept familiar with methods of meeting and interesting customers and how to address them; they are acquainted with names of new colors and materials; difficulties and peculiar cases too are studied.

Attention was drawn to a neat card which stood in the evening cloak section. It read, "Evening coats cannot be returned or exchanged." "It is a rule which must be made, but is broken every day," said the lady in charge. There are always certain customers who have to be shown some consideration."


DEPARTMENT OF ALTERATIONS

No. ____ Date ____

Delivery Time

Sales ____ Fitter ____ How Sold ____

Send To Name ____

Address ____

Chg'd To ____

Style No. ____ Garment ____

Collars | Cents

Price ____

Alterations ____

Deposit ____

Total

Time Will Call ____

Send ____

Fitting Dates

Day | Date | Hour

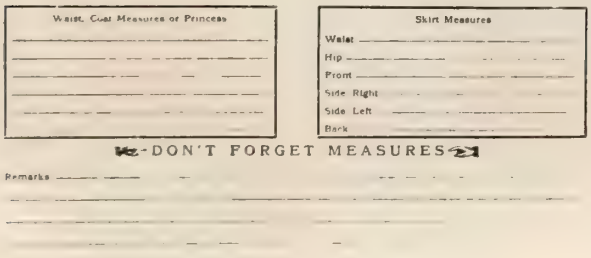
1st

2nd

Finish

PUT ALL MEASURES ON OTHER SIDE. DON'T FORGET REMARKS.

There is a red rule aroundForm used by Bonwit Teller's. "Delivery Time."


Waist, Coat Measures or Princess

Skirt Measures

Waist ____

Hip ____

Front ____

Side Right ____

Side Left ____

Back ____

DON'T FORGET MEASURES

Remarks ____

Reverse side of alterations card.

Name ..... Mrs. Leonard.

Address ..... 840 Johnson.

Charge .....

Deposit .....

Paid for ..... $25.

Date ..... Dec. 11.

To be finished by (date) ..... Dec. 13.

Clerk's No. 31

Alterations ..... Sleeves shortened

Made smaller at Waist.

and skirt shortened.

Time .....

Material used .....

Extras .....

TOTAL COST ..... $25.

Steacy & Steacy

ALTERATION DEPT.

Used in Kingston Store

This is a reproduction of a card used in the ready-to-wear department of Steacy & Steacy, Kingston, and is a convenient form. It should be noted unlike the New York store that alterations are made—except on special sale goods—at the cost of the store on the theory that the store should be able to guarantee a good fit to the average customer, and that the prices at which goods are marked should be sufficient for this.

While this is so, the store is very careful to keep track of the cost of all alterations, labor and material, and this is charged up against the ready-to-wear department. Miss Ada is the capable manager of this branch of the store.

FINEST SELLING SEASON FOR SOME YEARS

Almost Universal Report of the Retailers—Big Demand for Hudson Seal Coats and for Separate Muffs—Stocks Getting Cleaned Out

"IT has been the biggest season in years." This was the remark which greeted the REVIEW in every interview with retail furriers. The reason for the high sales figures was attributed to the popularity of Hudson seal coats. They were in every case the biggest fur number of the season. One firm reported that its workroom had been busy every night this season in order to keep up with the demand. This had not been the case for some four or five years previous.

The majority of these Hudson seal coats were fur-trimwed with Alaska sable, the favorite trimming. A goodly number of coats, too, had Hudson Bay sable, skunk, and black lynx trimming. A few had fox, black rat, chinchilla, mink, or oppossum, near seal, or dyed coney provided a fair number of sales in coats also.

Several firms found separate muff sales good. One firm found that in the majority of these sales the muff was purchased with the Hudson seal coat, to match the coat trimming. Another found that when a coat was purchased preference was given to Hudson seal muffs, or in a number of cases, real seal. Other firms found muff sales to be in a rather general range of furs. Odd muffs of mink, civet cat, fitch, mole, beaver, ermine, fox and wolf, sold fairly well for wear with the long cloth coats, whose generous sized collars eliminated real need for neck furs.

Fox and Mole Led in Sets

The sales of sets are, nevertheless, reported as good, generally. Fox has been the big leader for these. Black, cross, red, white, pointed, grey, taupe, and any other of the dyed shades have all been very active. The dyeing of furs is a rather expensive process these days, so that well-dyed furs are in the more expensive class.

Next to fox some flat furs have sold well for sets. Of these mole takes first place. The demand for this fur has been phenomenal and, naturally, the imitations are many.

Mink Improved Its Position

Earlier in the season prospects for mink were small, but as the season advanced actively increased, so that latterly it has sold rather well for sets and trimming. Persian lamb increased in demand somewhat towards mid-Winter, for both coats and small pieces. It has not, however, been a leader, nor has it been pushed by dealers, no doubt for the reason that they could not easily replenish their stocks under present conditions. It is thought that Persian lamb will be in better demand next Winter again.

Ermine, too, has sold only moderately well in Canada, not owing to high prices, but to the fact that ermine has always been regarded more or less as a "social" fur, and therefore not suitable for every occasion. The fact of New York women wearing so much of it this Winter will no doubt stimulate the demand for it in Canada next season.

Beaver, oppossum, fitch, and Hudson seal all sold comparatively well for sets. One firm found that a good quality of fisher sold very readily also. For the exclusive trade silver fox, Russian sable and chinchilla were favored, but sales would in no case be considered large.

The best class of furs did not sell so readily as the medium," reported the manager of one large fur department. "It was the prosperous condition of the average class of people — the working people and the soldiers' wives—to whom we made the big majority of sales."

Fur Stocks Not as Large as Usual

With the unusual demand throughout the present season, furriers' stocks are nowhere very large. But with the expectation of another big fur season next year, dealers are not intending to carry over their present supplies, hence we find them doing their usual amount of advertising for late season sales. Good skins are too high in price, however, to warrant any very great reductions now. Manufacturers, too, are making up the season's remnants of supplies, hoping to dispose of them before this Winter closes.

With practically a clean sheet with which to begin next season in every department of the trade, next year's offerings should be more attractive than ever. The general depletion of stocks, bigger prices to trappers, and the conditions generally, point to higher prices on all furs for next season. Mink and Persian lamb were mentioned as especial possibilities for the biggest increases for next Winter.

More Fitted Coat for Next Season

It is thought that coats will be the main item in the fur business again next year, and that a silghtly more fitted style will prevail. There will be some flare, but not an exaggerated type. Short haired furs of all kinds are expected to be popular again for the short capes with muffs. Conditions are, of course, too problematical at this date to allow of any very definite predictions for nine or ten months ahead.

FROM OUR CORRESPONDENT IN PARIS

(Continued from page 125.)

of ours, is also used, plaited "soleil" or "accordeon." As a rule, it is embroidered with gold, silver, or steel threads in points looking like sharp pikes. The complicated scallops of these embroideries are softened, hidden in the plaits, and lose some of their brilliancy. The combination of disappearing and reappearing lights is of a curious effect and very smart.

Neck Free in Greek Collar Lines

I think that we may look forward decidedly to the neck being free once more. This fashion, so very French, was always in favor at the time when French taste was most influential. Just remember the delightful necks of Watteau's and Lancret's ladies' portraits, and what about the Marie Antoinette crossed fichus?

However, the present collar line is a bit different and more like the Greek or Renaissance style. While it is round near the neck it is slit at either side so that it is open from shoulder to shoulder. It is emphasized by a tiny band of fur or of pillow lace. This pretty decolette which might be had for the throat and for the delicate skin, is thoroughly hidden by a coat with a good tight fur collar.

Here you have the first hints of the pretty dresses that the Parisian dressmakers and couturiers are making for the purpose of pleasing you, and I will give you next month some more interesting "tips" on this subject.

I will close to-day with my best wishes for a bright New Year and the end of the terrible war which has called on the field to fight with us your valiant volunteer corps which has behaved so gallantly on French soil.

We Are Off to a Flying Start

Our travellers are now out with an entirely new range of SILKS and LINGERIES. Also MIDDIES, SPORT COATS and WASH SKIRTS.

Up-to-the minute styles in all new fabrics.

Share in the big demand for trade-marked lines of dependable quality.

BRANDS

"ADMIRAL" "JACK TAR" and "KIDDIE" MIDDIES

"HAMPTON SPORT SKIRT"

"WHITE CROSS" NURSES' UNIFORMS **"MARTHA WASHINGTON"** MORNING DRESSES

"HAMPTON" SILK and LINGERIE WAISTS

The Hampton Manufacturing Co., Limited

Colonial, Elmire and Cadieux

Montreal



A Winsome Waist Model

This model shows you one of our new, exclusive numbers for Spring, 1917.

We specialize in High-Grade Waists and are producers of original styles that catch the customers' fancy.

We can guarantee Prompt Delivery. Write for Samples of our New, Exclusive Range.

Winsome Waist Co.
Limited

11 Duncan Street, Toronto, Ont.

GEO. HARLOW, Manager

"SERVICE"

IN these days of "stress" the Buyer wants to know where he can get **absolutely correct Merchandise without delay.**

Our Business

is to see that he gets just this kind of **"SERVICE."** We are putting forth every effort to supply the trade in this way. Our salesmen are now out with our new

SPRING LINE

of Ladies' Waists, Dresses, Middies and Skirts. This line is most complete and one of the best in the trade. We will carry stock of all the Numbers we show, and delivery will be all any Buyer may desire. Remember we guarantee styles, prices, workmanship and

"SERVICE"

Helena Costume Co.

LONDON ∴ ONTARIO

Offices: New York, 1170 Broadway
Montreal, 208 Mappin & Webb Bldg.

Made in Canada



If you have not tried our lines, you should do so, because—

We give you values that surpass anything offered elsewhere.

We offer you styles that are correct in every particular, the styles that compel the attention of discriminating purchasers.

Our prices are right. To round out the unusual selling values contained in the *Hercules House Dresses* line we have cut the prices as close as quality will permit.

Our deliveries are prompt and satisfactory in every way.

Our record of sales last season shows that we sold 200,000 *Hercules House Dresses*, convincing evidence of the values we offer.

It only costs you a postage stamp to investigate. Write us to-day.

Hercules Garment Co. Limited - - Montreal

Factories at Montreal and Louiseville

THE *Mack* BRAND
Registered

"Beautiful Waists"

This Celebrated Brand of Waists is now being shown by *Mack Brand* travellers

This Spring range will advance our already wide reputation as the house of distinctive styles at attractive prices. This showing will please the trade. Our values mean quick, profitable selling and the satisfaction to your customers creates a favorable attitude to your store for future business.

The Mack Brand Line includes white and colored Waists, Crepe-de-chine, Jap Silk and Wash Waists, every one of which is a beautiful creation that will find a ready buyer—Prices range from $9 to $60 a dozen. Prompt delivery guaranteed.

See our representative before ordering your Spring Stock.

Profitable Sellers

McCutcheon Waist Co., Limited

329 St. James Street, Montreal

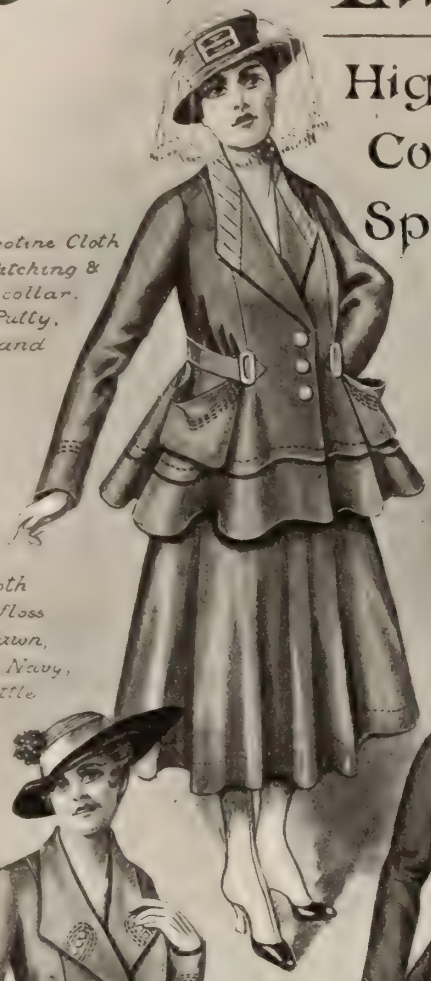
PHONE—MAIN 1540

HOLLINGTON BROS
Aldgate London E.
England.

High Grade
Costume
Specialists

The New Tricotine Cloth with floss stitching & striped silk collar. Fawn, Dove, Putty, Nigger, Navy and Bottle

634



Tricotine Cloth self buttons, floss stitched Fawn, Dove, Putty, Navy, Nigger & Bottle

633.



Very fine Gab Cloth lined silk, silk collar and floss stitched Superior finish.

631.



Fine Gab Cloth with Bengaline collar. Saxe, Grey, Nigger, Bottle and Navy.

630.



Fine Gab Cloth lined silk & floss stitched. Fawn, Grey, Navy Nigger and Bottle

632.



HARRY STOLL

"STOLLMAKE"

Ladies' and Misses'

SUITS AND COATS

High Class but not High Priced

33-43 EAST 33d STREET, NEW YORK

Spring Models Now Ready

CALL WHEN IN TOWN. TELEPHONE, VANDERBILT 4065-4066



Coats and Suits for Spring With the Hallmarks of Reliable Value at Low Price

A line to see — and enjoy—and surprise your customers with. The product of experience, skill, and continual endeavor to produce garments that embody all features of high-price goods at reasonable price.

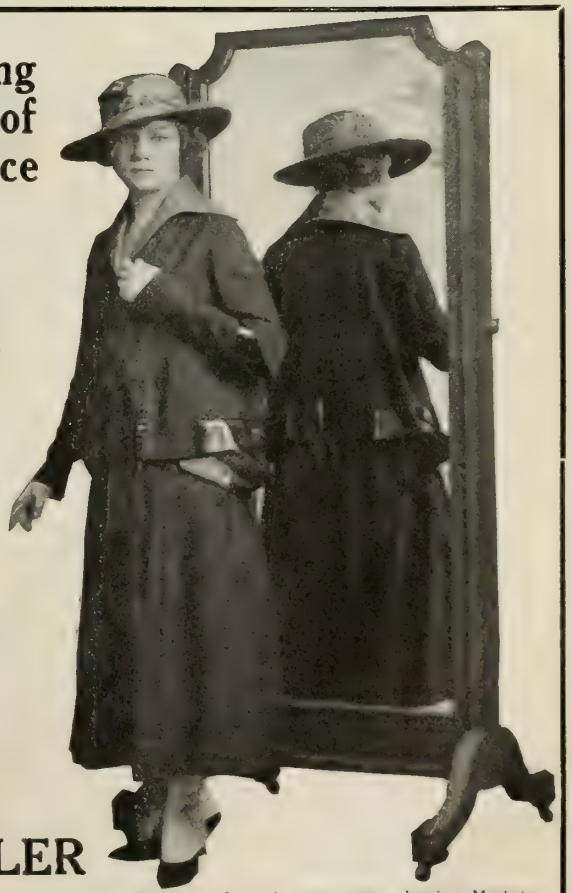
SUITS, $12.75 to $35

COATS, $7.50 to $35

A comprehensive showing that offers unusual opportunities for dealers who know the value of establishing early a favorable impression with the buying public.

See the line early.

We extend a cordial invitation to Canadian buyers to visit our showrooms in New York.



No. 400—"Teujar" Coat made of high-lustred materials with contrasting colors on collar, cuffs, belt and pockets. The features are the new effect cape collar, and box plaited back and front.

HARRY WADLER

Suits and Coats

105 Madison Ave., - New York City

No. 500—Suit of men's wear serge, showing Musketeer sleeve, and three-in-one collar trimmed with radium braid; skirt pockets in Musketeer effect—the latest Paris fad; another feature, new Bolero front, with contrasting stitching on front straps.



SPORT SUITS FOR THE SMART MISS

Featured in Jersey Materials. Popular Prices.

I. GROSSMAN & SON

MANUFACTURERS OF MISSES' SUITS AND COATS

38-44 East 30th Street **NEW YORK** **Near Madison Ave.**

The Home of the Hampton Manufacturing Co. Limited



ONE of the most remarkable instances of commercial development in the Ladies' Ready-to-Wear field is to be found in the rapid strides made by the Hampton Manufacturing Company Limited, of Montreal. Under the control of experienced leaders, this Company made their entry into the shirt waist business about seven years ago when a portion of one small floor sufficed to house the entire activities of the organization.

Following closely the trend of changing fashions, they soon attained the leadership in the tailored waist business, and two large floors were required to conduct their rapidly increasing trade. The leap to popularity of the ubiquitous Middy Blouse found them well equipped to handle the enormous demand for this admirable garment. Their well-known brands, "ADMIRAL," "JACK TAR" and "KIDDIE" middies are made in Women's, Misses' and Children's sizes, and are worn by increasing numbers from coast to coast.

The foundation of the business has been based on QUALITY of materials, and workmanship, with the necessary infusion of style, and all the various specialties made by them have been marketed under Registered Trade Marks, which stand as a guarantee of quality to the wearer and a protection to the dealer against the substitution of articles of inferior worth. This principle has been amply justified in the unprecedented demand for their goods, and in order to take care of the increased business, it has been necessary to organize four entirely distinct departments.

While one department is engaged exclusively in turning out Middies and Sport Coats, there is also a separate department handling Lingeries, and another concerned only in creating fascinating models in Silks of all varieties. Both these departments are adding to the reputation of the House and their well known brand "HAMPTON" in a red diamond is very familiar to buyers throughout the Dominion.

Wash skirts and types of Sport Skirts are deemed important enough to call for a distinct department of their own, and the demand for the "HAMPTON SPORT SKIRT" has exceeded the supply ever since their introduction to the trade. The "WHITE CROSS" Nurses Uniform and the "MARTHA WASHINGTON" Dress for Morning and Maids' Wear are two lusty young members of the Hampton family, who are under the care of the Skirt Department. They have been somewhat subdued up to the present owing to lack of room to grow, but with the recent extension that has taken place and the development of forthcoming publicity plans, they are expected to take their place with the other lines in the range.

The personnel of the Hampton Company is too well known to the trade to call for further comment here, and a significant factor in the progress of this virile concern has been the happy faculty of bringing to the control of their different departments, men of wide experience and ability.

Their new home which occupies an entire city block is an ideal factory building, and an object of great pride to the firm. Made of rough finished terra-cotta brick, practically the entire building is covered with a beautiful creeping vine and numbers of sturdy young trees, planted in a fenced-in lawn, surrounding the building completes a very pretty picture. Floods of light from all four sides pour into an all white interior, and with an abundance of good air from the slopes of Mount Royal makes the factory probably the cleanest and brightest in the trade.

Their advertisement in another section of The Review indicates their attitude towards the coming year, and their determination to lead the way to bigger and better business.



Waterproofs

AT RIGHT PRICES

Our established reputation as a house for quality is fully maintained by our present stock of New Waterproofs made of English material, which we are offering at prices far below the market to-day.

One thing, however, is certain: these prices cannot last and our customers will be well advised in buying at this time, while we are able to offer such favorable terms. Therefore, be warned, and cover yourself for Spring, 1917.

THE

Montreal Waterproof Clothing Co.

The largest and oldest Waterproof Clothing House in Canada

MONTREAL, CANADA



See the Richardson Brand New Spring Models

This excellent New Spring Range of Children's Dresses, Infants' Rompers, Babies' Dresses, Children's and Ladies' Novelty Middies offers you values that will help you to dominate the trade in these lines.

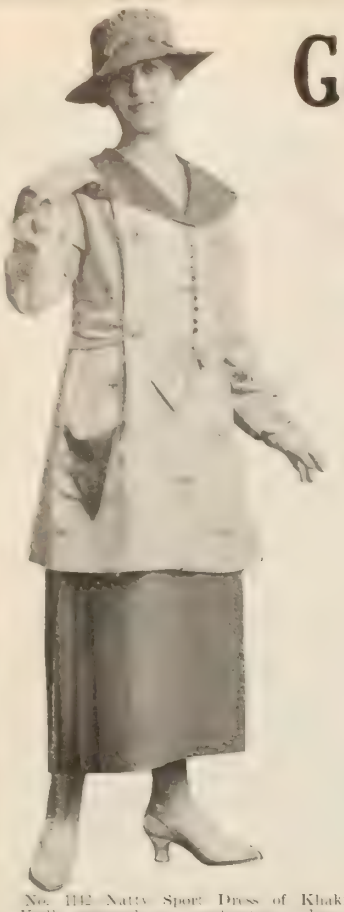
Babies' long and short dresses. New samples now ready.

Be ready to see our travellers now out, or write us direct for Samples.

Don't miss our values.

JAMES RICHARDSON COMPANY

14 BREADALBANE STREET - TORONTO, ONTARIO



No. 1142 Natty Sport Dress of Khaki Kool material in contrasting colors; same model in self colors.

Gem Dress House, Inc.

105 MADISON AVE., NEW YORK

A BANNER SPRING LINE

PLAIN AND FANCY TAFFETAS

Georgette and Taffeta Combinations

Featuring large collars and cuffs, fancy belts in embroidered silk effects; Persian trimming for Georgette Crepe, also satin and taffeta combinations.

Gem Dresses typify style, workmanship and distinctiveness in unusual degree for garments selling at reasonable price. New Spring models of all descriptions for immediate delivery.

$10 to $35

We extend a cordial invitation to Canadian buyers to visit our showrooms in New York.



No. 1169—An attractive model of Georgette and Radium Taffeta, with silk Embroidery in contrasting colors.

Spring

Felsen Co. Limited

SUITS & COATS

for LADIES and MISSES

Montreal

Read Building

January
1917

UNIT No. 504

1 No. 307 Adj. Diamond Shirt Stand	$ 1.75
2 No. 321 Adj. Shirt Stand	3.50
1 No. 136 Adj. Tee Bar	1.35
1 No. 305 18-inch Collar Tie Stand	.85
1 No. 305 24-inch Collar Tie Stand	.85
1 No. 300 12-inch Pedestal	1.50
1 No. 300 24-inch Pedestal	2.25
TOTAL	$12.05



Complete Window Trim

$12.00

The Taylor Mfg. Company

43 Hughson Street

Hamilton Canada

Manufacturers of

Racks and Hangers

Vogue Waists

A good line for you to handle for Spring 1917 is the

VOGUE

POPULAR PRICED COTTON WAISTS, $9.00 to $16.50 per dozen.

SILK WAISTS CREPE DE CHINE, $27.00 to $36.00 Dozen.

The Beauty of Design and the Quality of Material in each range make them the best value waists offered to the trade to-day.

Samples on request.

Vogue Waist Company

Sommer Building

MONTREAL CANADA

The Mecca of Children's Dress Buyers

THE LARGEST CHILDREN'S DRESS HOUSE IN THE COUNTRY S&Co ESTABLISHED 1860

Borgenicht & Sons Co.

Our Spring Line, now being shown on the road and in our showroom, represents the best assortment of Children's, Intermediates', Misses' and Juniors' Dresses that we have ever produced.

Despite the great shortage and uncertain character of raw materials, we are keeping our Dresses up to our usual top-notch of quality.

White Dresses

We have added an additional loft to our large plant for the exclusive manufacture of White Dresses.

THE NEW SENSATION

The "Ruffit" Dress

ASK TO SEE IT.

Canadian Representative:

Mr. Jos. Cohn

16 Bleecker St., Toronto

1115 Broadway New York

THE VERY LATEST CREATIONS FOR SPRING, 1917

COATS, SUITS and SKIRTS

Do not miss the opportunity to see garments that are noted for their POPULAR PRICES. An inspection of our lines will convince you that we are making the original

"BREAD AND BUTTER GARMENTS"

See our representative, or call when in the city.

The Montreal Cloak & Suit Mfg. Co., Inc.

1080 St. Lawrence Blvd., MONTREAL

EVERY month in MacLean's Magazine, and nowhere else will you find the best work of the best Canadian writers.

In MacLean's Magazine, and in no other Canadian publication will you find a synopsis of the best work of the world's best writers every month.

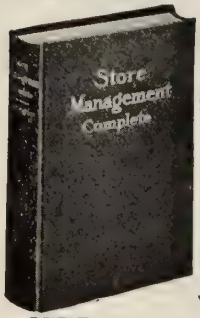
It is different from any other magazine.

Sample on request.

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Canada

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.,
TORONTO



"P.C." Corsets
RUST PROOF

Whitewear purchases follow the sale of P.C. Corsets

A Profitable Corsetry to Sell. Makes New Friends.

There is no limpness in P. C. Corsets, yet they give perfect ease and comfort to the wearer. The graceful line and perfect style of P. C. Corsets attracts the trade of women who dress well. A woman usually buys her underwear and other apparel where her corsetry is purchased.

P. C. Corsets are made durable for service. The Steels are Protected, Rust-proof, Break-proof and Flexible. The Corsetry that wins approval and never causes a complaint.

There is a P. C. Corset Style to Suit all normal figures. Put this corsetry into your department for better business and profit.



Parisian Corset Mfg. Co., Limited

Quebec, Que., Canada

Branches: Toronto, Stock Exchange Bldg. Montreal, 329 Craig St. W.


Kenyon
SPRING SHOWING
Coats and Suits now on exhibition.
Exceptionally large number of model selections, embracing all of the latest fabric ideas.
C. Kenyon Company
New York
5th Ave. Bldg., 5th Ave. and 23rd St.
New York
Chicago:
Congress and Fanklin Sts.

WE extend to our Customers and other Friends our best wishes for

A Happy New Year

May the New Year bring to all prosperity and a full measure of health and happiness.

H. E. DAVIS & CO., 117-19-21 St. Henry Street, Montreal

Manufacturers of "*Storm Resista*" La lies' and Gentlemen's High-Class Waterproof Garments.

ANNOUNCEMENT

To our customers and ladies' ready-to-wear trade in general we beg to inform that we have enlarged our premises with improved facilities to meet the demand of increased business that will guarantee very prompt deliveries.

We are showing a comprehensive line of Dresses and Waists in latest style ideas and all the favored novelty fabrics featured by the leading fashion centers.

We have added a Junior and Intermediate department which we hope will meet the trade's best expectations.

When in the Market it will pay you to visit our Show Room, where you are always welcome, whether you purchase or not.

The Royal Silk Dress & Waist Co.

Manufacturers of High-Class Silk Wear

1278 ST. LAWRENCE BOULEVARD ∴ MONTREAL

ELGIN SILK WAISTS

Bigger Profits—Greater Values—More Styles

New York Office: 1182 Broadway—in the Centurian Building
Factory: 1001-1003-1005-1007 Filbert Street, Philadelphia, Pa.



$9 to $18 per Doz.

Largest Silk Waist House In Philadelphia

Send for Complimentary Copy of Elgin Energy



All Leading Stores in Canada Handle

Model Brassières

The Others Are *Going* To

The names of the principal stores would read like a "Burke's Peerage" of the Dry Goods Trade of the Dominion.

We are not satisfied, however, to have "Model" Brassieres handled by leading stores alone. We purpose to put them on the shelves of the *middle-sized* and *small stores,* just as they are sold by all stores—big, middle and little—throughout the United States.

With that object in view, we are preparing a *Special Advertising Campaign* to the women of Canada and the United States, emphasizing the exclusive features of "Model" Brassieres and referring inquirers in the Dominion *to our Canadian dealers.*

In 1917 volume of sales we expect "Model" Brassieres to overtop every record established by any manufacturer.

Model Brassière Co.

200 Fifth Avenue, New York

Canadian Salesroom : Mappern Building, Montreal

Auction Fur Sale

Our next Public Auction Fur Sale will be held in St. Louis,

JANUARY 29th
1917

and days following.

All Furs intended for that Sale should reach not later than January 15th.

We solicit your shipments against which we will make liberal advances on arrival if desired

---

For further information write to

FUNSTEN BROS. & CO.

First and Olive Streets - - St. Louis

OR

41 West 29th Street - - New York

National Garments

Raincoats, Utility Coats

Meet the demand for good Raincoats and Utility Coats with "National" *Made-in-Canada* lines.

"National Garments" have the style, and are made by expert workmen from *newest high-grade material.*

Send for our new Raincoat Catalogue and Clippings.

SHOWROOMS:

Toronto
33 Richmond St. W.
S. M. Hansher, Rep.

Winnipeg
61 Albert Street
Charles Coppleman, Rep.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B

Have you ever heard of the

Goldman Costume Company?

IF you are a seeker of ordinary staples in dresses, you would hardly be justified in visiting the New York market any more than you would be in going to Paris.

If, however, you are a wide-awake Canadian merchant, who wishes to be first in his city with everything that is novel in merchandise, particularly dresses and costumes, you cannot afford to neglect the privilege of inspecting the unusual line of costumes and dresses which we have prepared for the coming season.

Our showing of costumes and dresses possesses exceptional merit and profit possibilities, and comprises a popular-priced line of Street, Afternoon and Evening Dresses for Women and Misses.

It would be profitable for you to visit our showroom if you are in New York this coming season, as we are convinced your visit will result in our numbering you among our customers.

Goldman Costume Company

2-16 West 33rd St. (Waldorf Building) New York

Simpson Smart Styles



[Style 724—Georgette and crepe de chine, long waisted effect, hand embroidered collar and belt. - - net **$10.**

As always, we are ready with the big line of advance special styles on hand for immediate delivery.

Our dresses sell at prices remarkably low for such a high class combination of style and quality.

Taffetas
Crepe Meteor
Crepe de Chine
Georgette
Georgette Combinations
Fancy Taffetas

Prices **$7.50** to **$18.00**

When coming to market, put us on your list for profit makers for your Dress Department.

If you cannot call, send us your open order or request for catalogue.

Simpson Bros.

39 West 32nd Street - NEW YORK

FASHIONS OF THE DAY IN NEW YORK

Paris Now Designs Especially to Suit American Tastes — Are Coats to Disappear? — Costly "Batik" Work in Ready to Wear—Huge Patterns in Silks—New Lines in Sports Sets—Fifth Avenue Fashions

As seen by staff correspondent of Dry Goods Review.

New York, Dec, 1916.

"NEVER in the history of New York, have its women, generally, dressed so quietly as they do this season." This remark, made to DRY GOODS REVIEW by a constant observer of Fifth Avenue fashions, was not meant to imply that the women here are poorly dressed, but merely that there is a noticeable absence of things "freakish."

Several reasons for this condition may be offered. It may be that elegance is effected more easily in the loose straight styles and profusion of fur, by the average dressmaker than if the demand were for more fitted, tailored garments. In this way copying is easy and the tendency to work out strikingly original ideas is less.

It may be that the great variety offered in all wearing apparel renders inconspicuous what might otherwise be rather startling.

The fact that the past year has brought out comparatively little that is really new in weave or design of materials may have something to do with the lack of inspiration in making up the fabrics into strange creations.

Possibly the real reason for conservatism in styles is that the American designer aims to bring out practical things for American women, but luxurious, nevertheless. Paris is not so evident in this country as she was before the war. America is now practically the only market for French fashions, and so Paris does not study her own so much as American demands. She, too, aims to make practical things for her practical American customers. Consequently everything we get from Paris savors of quality rather than of novelty. Even for sports wear the women demand **good** things.

For that same reason many of the oldest and best known houses are not sending buyers to Paris at all. One of the largest stores has sent no representative there for two years. Another firm which has a buyer in Paris nine months out of every year states that strictly new things are not to be had even there. French couturiers are making up materials that were in the immense stocks when the war began. Though these materials have not been shown to Americans before, they are not new goods. in either weave or design.

Women To Give Up Coats?

Just now New York women are wearing the long loose coats that sold in such unprecedented quantities this Fall. "Coats will never be so good again," remarked a manufacturer to DRY GOODS REVIEW.

"Well, I wouldn't go quite so far as that," said another in the same business, "but certainly there will be no coats for five years again. The women are sick and tired of them now, and they won't go back to them again for a long time."

The materials seen most frequently in these coats are Bolivia, velours, broadcloths and plush, and a great deal of Hudson seal. Apart from the fur models these coats are cut full but on straight lines. Fur coats are allowed a graceful flare. Solid dark colors—nigger brown, Burgundy, plum, and green chiefly—are only infrequently interrupted by a vivid yellow-green, a mustard shade, gold, or cerise.

Ruby the Favorite in Corduroy

A few corduroys are seen on the streets with ruby the favorite shade. Glimpses of corduroy skirts in various shades are caught from under the long coats of shoppers. Corduroy has been a popular material in various new lines this season, as we have already mentioned in THE REVIEW. It has taken exceptionally well for dressing sacques and lounging robes, and is seen even in evening wraps, though plushes and satins are in the lead for the latter wear.



Looking down Fifth Ave.

This article was written by a staff member of Dry Goods Review during a visit to New York for this issue.

Suits of Satin, Velour or Velvet

OCCASIONALLY a suit of satin, velour or velvet is seen gliding in and out among the bulky coats. Velour suitings are usually checked; velvets have sometimes invisible stripes, and satins are plain. One slender lady on Fifth Avenue wore a ruby velveteen suit with fine "invisible" stripes ¼-inch apart, running crosswise. The sleeves were small and edged with skunk which was the only trimming; skirt was short and somewhat flaring with coat slightly fitted at waist line and lower part seamed on without belt. Over the sailor collar a skunk scarf was worn.

Another had a comfortable looking suit for shopping days. It was of dark wine colored satin, almost tight sleeves. black fox trimming; belted, knee length coat and straight full skirt with long over prints at sides.

A smart young lady evidently fond of sports colors was wearing a full-length velour coat of a bright apple green shade, which hung in a graceful ripple from shoulders to hem. Her hat was of citrus, soft felt, and for trimming the crown was covered with silk daisies all of different colors—rose, green, purple, gold, brown, turquoise, cerise and what not. Hudson seal furs served to bring out the color effect more strongly.

Beaver is seen a great deal made into huge square coat collars some reaching to the waist in the back.

Suggestive of Bursting Bombs

A novel material was made into an evening wrap at Macy's. It was satin brocade in Paisley colors with the background of red. The gold, blue, flame, and black all over pattern was indefinite, the colors being arranged in wavy circles within one another and gold threads shooting out at indescribable places suggesting nothing other than bursting bombs. Modern, surely!

Lord and Taylor's have semi-made sports skirts of white serge, flannel, or small-figured delaines with deep smocked-yoke on elastic band. The edges are bound ready to be stitched around the bottom and up the front. These retail at $3.95.

"Batik" Work From the Orient

A GIFT of the Orient which has recently been put into wearing apparel is the wonderful "Batik" work. A couple of New York artists have been doing some very fine panels, cushions and runners, and now Wanamaker's have two blouses to offer, and Lord and Taylor's some men's evening scarfs. One blouse is of lavender with the color work in purple and the other white with blue. This work requires great skill and care to produce especially when more than one color is to be used and a design brought out.

A small table runner in green, blue and yellow at Wanamaker's is priced at $75.00. A heavy quality of crepe de chine is the only material that takes the color well. It is first thoroughly painted with melted wax, and left to harden then is dipped in dye and where the wax cracks the dye goes into the material giving the peculiar "crackle" effect. Each color requires a separate waxing, dyeing and drying, and the more colors there are, and the more intricate the design, the greater is the care required and the danger of spoiling the whole thing, and therefore the greater the cost. The blouses referred to were in smock effect with collar and cuffs of satin to match the color work, and loose braided girdles at waistline.

Some of the Fifth Avenue Blouses

NEWEST blouses whether in Georgette, crepe de chine or voile, show much fullness back and front, and filet lace. Tucks, plaits and smocking work out well in these sheer materials. L. P. Hollander's have a dainty flesh colored crepe de chine blouse with yoke and three-quarter-inch lengthwise plaits, back and front. Macy's have an imported blouse of pink net with three rows of cording coming high above the waist line, others across the shoulders and around the sleeves give fullness everywhere. Another has three-quarter sleeves finished with filet lace, but so far the long sleeves promise to hold their own for another season. A grey Georgette blouse has heavy rings an inch and a half in diameter, front, back and on sleeves heavily embroidered in grey-blue French dots; a solid quarter-inch border of the dots outlines the scalloped collar.

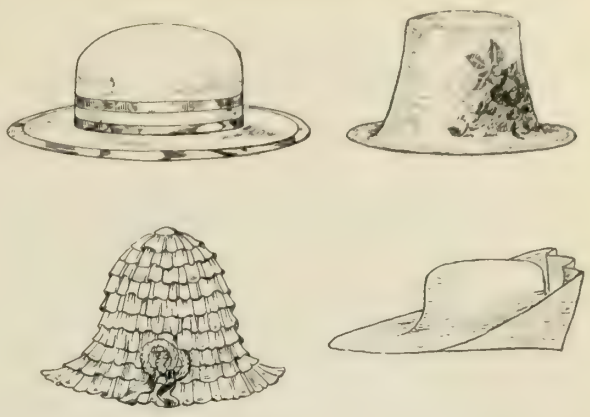
A couple of striking blouses at Altman's are combinations of Georgette and metallic cloth. There seems to be no decline in the popularity of things rich and shining.

Fluffy and Ruffled Petticoats

Abraham and Straus have a dreamy collection of filmy, fluffy, ruffled petticoats. Many narrow ruffles of silk on a deep Georgette flounce seemed to be a feature. So elaborate are these that some customers purchase them to be used as the skirt portion of an evening gown. The department reports that this line was excellent for the Christmas trade

A novelty was shown in Paddy green satin. The deep flounce had many crossed pin tucks and there was an overflounce of Paisley Georgette.

New York Spring Styles



Upper left, satin and straw; upper right, straw; lower left, ribbon; lower right, straw.
From sketches by member of DRY GOODS *staff in New York.*

Fudge Aprons of Net

Fudge aprons made entirely of net with one-inch tucks were novel. Net was used for the belt and the whole thing was hem-stitched an inch from the edge. It was dainty and quite void of ribbons and color.

Variety of Sports Hose

Never was there offered such variety in sports hose as this year. Stern's are showing them up to $4.50 a pair in all-wool, heavily ribbed. Patterns are circular or lengthwise stripes in black or colors and white, black and white plaids and tartans. In silk hosiery, stripes, checks, plaids, motifs, all-over embroidery designs and lace insets are among the offerings.

Unusually Large Patterns in Silks

EVERYTHING in silks shown now is in astoundingly large patterns—so large that not more than four or five of the motifs could be seen at once on a gown. Beautiful qualities of black charmeuse are shown with large floral patterns of gold or silver brocade. Pastel evening silks show similar designs and also two or three pale colored wide stripes. Ribbon effect materials are still popular for evening wear, blouses or the one-piece afternoon dresses.

A great deal of sequins trimming in deep blue, black and fish scale colors is shown on made-up gowns and there is still no end of metallic laces.

Novelties in Sports Sets

The vogue for sports sets has brought out many novelties in sets of all sorts. One at Wanamaker's was of rose duvetyn. The hat had a huge purple pompon of heavy wool and the brim was lined with purple silk. The scarf was similarly lined and had a large tassel at either end to match the pompon.

Enthusiasm for skating again this season has brought out a novel skating costume. One model was of sand colored velveteen. Leggings were cut in one with the short skirt and the coat was slightly fitted at the waist. It was quite as "trim" as any riding costume.

Combs and Other Fancy Lines

SPANISH fashions for rich laces are accompanied by a favor for Spanish hair-dressing, hence all sorts of novelty combs and hairpins are in demand. One grey comb had a top about five inches deep of very intricate filigree work; over this was a single scroll design of sapphires which was very effective. This was at J. M. Gidding & Co.'s. —A.R.W.

VIEWS OF MONTREAL DEPARTMENT BUYERS

Majority in Staples, Cottons and Linens Favor Light Buying — Woollen Goods More Serious Factor, With No Sign of Declines—Danger of Over-stocking.

By resident staff correspondent.

How far is a buyer justified in buying stock for future requirements under present price conditions.

MONTREAL, Dec. 27—(Special).—This question was brought before a number of the buyers of staple lines in cottons, linens, and in dress goods by DRY GOODS REVIEW in Montreal's great department stores.

Without exception, the buyers on being confronted with the question, declared it something of a poser under present conditions. One and all, however, answered it with a brief business-like statement of their own policy in regard to the situation at present and its problems for buyers. The following summary of the situation was given after a few moments' reflection by one of these recognized pilots of business policy:—

"As regards buying for the future, we have gambled now for a year or a year and a half past, on what was likely to happen. Keen judges of the signs of the times knew that the war with Germany was bound to come sometime, and that when it did come it would come to stay until either side was decisively beaten. Proof is seen in the recent change of cabinet in Britain, and the manner in which the peace proposals of Germany were received by Britain. Wise buyers covered themselves up as we have done, for periods that require special attention, such as the January sales which are held in every up-to-date store, and to which employers, employees, and customers alike look forward as the one event of the year. We commenced to prepare for this season's sale **before last January sale.** We are placing on sale this January, merchandise bought as far back as in December, 1915, and January and February, 1916. As the advances in cost of these goods have ranged from 25 per cent. to 60 per cent. in some cases, you will readily understand what it means to be able to sell these goods at the old price.

Cottons Have Reached High Water Mark

"But now as regards the future, **I am a firm believer that cottons have reached their high water mark in price,** although this opinion is not held by many other buyers I have met. **I base my ideas upon the principle that goods, be they eatable or wearable, can get to a prohibitive price, which means that the public will refrain from eating them or wearing them.** Other buyers to whom I have spoken hold the view that buyers would be justified in buying up to estimated consumption of next September. For myself, I do not think that this is the wisest policy, unless a buyer has been caught wholly without stock, and is compelled to go into the market to-day to get merchandise (though such a condition could hardly exist I should think). Of course there is merchandise the orders for which have to be placed ahead for delivery in the future. We are already past the Spring purchasing period, and if my judgment is worth anything I intend holding off buying far ahead now, **preferring to pay a higher price for it later** if necessary, but at the same time I should certainly think it safer to wait for the materials as you always more or less gamble as to what Dame Fashion will finally decide upon, and probably in this crisis one fate would be as bad as the other."

Would Buy Ahead in All But Novelties

"There is no doubt that goods will increase in price, cotton goods and staple lines most especially," said the staples buyer of another great department store, "I should judge that it is quite safe to buy ahead in all staple lines. With goods the style and fashion of which changes, not so. I do not think it wise to buy largely of some novelty line only to be shown by another manufacturer's traveler a fortnight later that it is out of date already.

"This is true at present of woolens as well as cottons for the same conditions apply to both lines of material as regards staples and novelties."

Sky is Limit of Prices

In reference to dress goods the buyer of another large firm was assured of a long continuance of high prices, and is making his purchases with this conviction. "The sky is the limit of prices at present," he declared. "It is next to impossible to get deliveries of English goods now, and no wonder." He made a rapid calculation on the back of an order sheet. "Russia," he said, "has, I understand, just placed an order with the Bradford woolen mills for no less than nine million yards of khaki fabric double width. And our own armies are consuming equally immense quantities of woolens. In place of his usual peace-time allowance of say a couple of suits and an overcoat, each soldier in the fighting line is using up clothes at the rate of a suit every five weeks, and they serve out three overcoats per man per year at least. The clothes used on active service are absolutely ruined, have to be burned up, and new ones supplied. That's why the materials for civilian garments are so hard to get and so high priced."

The buyers whose opinions are first quoted in this article gave a telling imaginary instance of what might happen to a buyer who was tempted to stock up hugely in excess of his usual requirements, and estimates of business under the impression that it is wisdom to buy heavily against an expected increase of prices.

"Carpeted" For His Heavy Stock

The instance suggested was that of a buyer who had "protected himself" against rising prices by stocking up some $75,000 worth of staples, when his usual stock was about $35,000 worth, and his turn-over about $3,000 per week. Visions were called up of his being 'carpeted' for a quarter of an hour with the heads of the firm on the subject of his huge stock, and the extra $40,000 or $50,000 tied up in it.

"Consider," said the buyer creating the imaginary situation, "consider the problem in front of the buyer so overstocked by way of 'protecting' himself against rising prices, if he were told, **as he would be told,** that the firm did not intend to have so much money tied up, and that he was given so many weeks to move the stock by increasing his sales to $6,000 per week. There is but one way to double the turn-over in a line of business. That is by reducing prices to get the people to buy the goods more rapidly. Can't you just see that buyer compelled to sell goods at far less than he'd paid for them to get them to move in the manner that turns merchandise most quickly into money? You can buy merchandise for money at any time, but the business of the buyer in a big store is to

(Continued on page 151)

"PLAY SAFE" IN LAYING IN FUTURE STOCKS

Wide Differences of Opinion as to How Prices Will Fare, but Best Advice Seems to be Not to Risk Loading up, Even if Everything Points to Prices Going Higher.

From interviews with leading buyers.

Everybody is Puzzled

Editor DRY GOODS REVIEW,
Toronto.

Dear Sir,—Will you kindly give us your opinion regarding the dry goods market for spring?

———, *New Brunswick.*

"THE merchant should take a safe profit on what he has and should reduce rather than increase his stocks. As to advising whether he should cover ahead in any line, no one has any idea."

There you have it, in the words of one of the shrewdest buyers in the largest department of its kind in Canada and that implies a pretty extensive one.

He had been considering for some days a request from DRY GOODS REVIEW for his opinion, and finally stepped from under the responsibility. But his whole attitude was against a "covering" policy for many months ahead at the present high levels.

He believes that even after its recent slump cotton may climb back past the 21-cent mark and on to 25-cents. But in cotton a definite peace will mean a sudden pronounced slump. However he declares that "there are big stocks in many lines stored—even in Canada—for higher prices, and the 'risk' of peace will bring these out, and the market will come down.

"But, while this is so, the merchant should not be panicky with the stocks he has on hand now, he should realize that some day he will have to take a loss, and if he does not take his profit to-day, where will he get it. A lot of concerns—manufacturers as well as retailers—are committing terrible blunders by not providing now against the day when they will have to cut prices."

Prices Will Go Higher, But—

Here is another from a man who believes firmly that prices of practically everything will go higher, and yet—.

"The wise business man to-day", he remarked, "is the one who is providing against the readjustment that will follow the war by securing himself with a good bank account. He should buy his supplies only with a view to immediate demands and sell on the basis of present prices. When the readjustment comes, dollars will be far better than having stocks."

VIEWS OF NEW YORK BUYERS

A staff member of DRY GOOD REVIEW while in New York spoke to Mr. Brown, buyer of woolen dress fabrics for Canada, Constable & Co., the well-known Fifth Avenue store.

"I think dealers would be wise to purchase whatever of serges and other staples they can get at a good figure. English mohairs have just advanced from 95c to $1.05; ginghams are up 6c, since the opening of the season, and these and other staples are still going up. A dealer would save materially by buying these at a reasonable figure now."

Where Retail Sales Stop

KINGSTON, ONT., (Special)—For those merchants who feel like stocking heavily on one or two lines that they admit are at very high prices but feel will go higher still, the opinion of the head of the extensive house furnishings specialty house of McFauls, Mr. H. D. McFaul, may cause thinking in the other direction.

Mr. McFaul was discussing with DRY GOODS REVIEW the wool blanket situation. All-wool blankets used to cash 70 cents a lbs., and we used to sell a 7 lb. one for $7. These have gone up to $1.25 and the new price is $1.50 a lb. These blankets will have to sell for $15 in 1917. Even at the present price the sale has practically dropped off and down quilts are being sold instead. At some levels sales stop.. That alone would be a reason for me to be wary of buying much at extreme levels.

.."My opinion is that there is not a line in house furnishings that I would buy heavily on from this time out. There is too big a risk, and I would probably be sorry for it afterwards.".

Mr. Logan, another New York specialist in pile fabrics and sheer dress goods, thinks that merchants could afford to buy for a year ahead in staples.

Buy Very Carefully of Certain Staples.

"But their buying should be done very carefully, paying particular attention to what have proved to be real staples in preceding years in their own business. Nothing in the commercial world seems more certain now than the continuance of rising prices of cotton and wool and the improbability of a sudden or lasting drop in these until some little time after the war is ended. I look for advancing prices for another year at least."

Some of these buyers have found themselves unable to get deliveries of anything like what they ordered, and as a result have increased the volume of their orders to cover shortages.

Will Buy Only Novelties.

A Hamilton buyer of dress goods and silks said that he was provided pretty well up to next Fall in his staple lines and did not intend to buy anything except some novelties to freshen up his stock. High prices in the latter case, of course, mattered little.

VIEWS OF MONTREAL DEPARTMENT BUYERS.

(Continued on page 151)

buy in such manner that his buying does not lock the firm's money up in merchandise which can not be moved readily except at a loss, quite the reverse in fact—he must buy so that his buying brings profit upon the outlay of the firm's money involved.

MEN'S WEAR SECTION

PRICES AND STYLES

Review of the Situation in Men's Wear—Nothing in Sight But Higher Prices—Fall Styles in Hats, Shirts, Etc.

SHIRTS.—Fall, 1917, ranges in shirts are, of course, of the greatest interest now. For weeks these have been receiving the most careful attention, and while many ranges are as yet incomplete we are able here to give an intelligent forecast for the information of men's wear buyers.

It seems certain that in spite of difficulties encountered in securing materials the Fall, 1917, range will be more beautiful, both in colors and designs, than anything that has ever been brought out previously. Attraction, the first step in selling, is most noticeably the basis on which is built the display for Fall offering. Single tones will be very scarce, while two, three and four tone effects, principally the latter, will be very much in evidence.

One great and important reason for this, is to assist the merchant in overcoming the advance in the price of the cloth, although this is most reasonable. In other words, for whatever more the merchant will have to ask for advance in cloth, he will be able to give special value in the way of designs.

Orders of 16 Months Ago Unfilled

The gravity of the cloth situation is made clear by one manufacturer, who in discussing prices says:

"We might just give you our experience in placing orders with the mills for next year. We have found that the mills are now practically filled up for next year and will not, or are not, in consequence, in a position to accept further business. This is largely owing to the shortage of labor and inability to obtain materials. It is going to be a very serious matter for the manufacturers or cutters-up from now on. Although orders have been placed far in advance it is impossible to obtain deliveries even then. We have several orders placed 16 months ago that are still unfilled, and yet we are writing the mills weekly to hurry the goods forward.

"We are not able to obtain any samples from England, although we are obtaining some flannels from Scotland and have been right along.

"The Canadian cotton manufacturers seem to be in a quandary and do not seem to know what prices to charge. Last week we sent to Montreal for a price on 10,000 yards of material and received a quotation of 28c. a yard, and to-day we received a letter stating they had made a mistake in quoting and price should be 33c. All shirting materials have advanced, some 50 per cent., some 75 per cent. and 100 per cent.

"Thread is scarce and hard to obtain. There is a big shortage in the commodity."

French Cuff Growing Stronger

The French cuff on shirts—about which discussion arises at almost regular intervals—seems certain to continue indefinitely. Indeed, it is gaining in favor. Some dealers say this is due to its suitability for home laundering. Perhaps economy is in part behind the tendency to have shirts done-up at home. It seems, however, this tendency is more the result of sad experience as to the destruction in shirts often resulting from laundry work.

"In regard to the matter of French cuffs," says one maker, "I would say that the tendency appears to be that this feature is becoming stronger each season, some of the reasons apparently being that much more desirable materials and colorings can be used for this class of shirt than for stiff cuffs, and whereas the average retail selling price of stiff cuff shirts is about $1.25 to $1.50 each, we find that the demand for French cuff styles require qualities which average from $2, $2.50 and $3 each up to as high as $10 each."

Nothing Definite on Collar Advances

As regards collars it is impossible to give any definite advice. Materials have continued to climb. There doesn't seem any limit as to cottons, indeed. Yet makers are evidently loath to raise the collar prices, and while their stocks of raw material last will certainly not make another advance. In any event the laying in of collar stocks against a possible rise would seem unwise in the extreme. Far better to take the quick deliveries that are given than lay in stocks, especially with collar styles changing frequently as fortunately they do. When the rise comes—as it well may before this war is over—merchants will certainly be able to get the higher price necessary from their customers. In the meantime there seems no cause to worry.

Further Advances in Overalls

OVERALLS.—There is a firm situation in the overall market, with advances of $1 per dozen recorded by some manufacturers during last month. Blues and blacks that formerly sold for $17.50 per dozen have been advanced to $18 per dozen. One manufacturer is out of the market altogether, as the output of his factory is sold up to April next and he is not accepting further orders. Grey overalls, on the other hand, have held steady during the months and are still quoted at $16.50 per dozen. There has been a good demand for overalls of all kinds. Dealers are apparently stocking fairly heavy in anticipation of advances that may take place. "We are of the opinion that prices will be even higher by Spring," stated the manager of one overall concern. "We would not be surprised to see overalls quoted as high as $24 per dozen by April next."

Cotton corduroy goods used in overalls has also been advanced within the past month to the extent of 4c. per yard. One line of this goods which a year ago was selling at 20c. per yard is now quoted at 33c. per yard. There has been a big demand for this article for working men's

Consult the "WHERE-TO-BUY" Directory in this issue.

clothes, due to the fact that the supply of the heavier and coarser woollens has been largely shut off and it has been necessary to go to the cotton lines in order to meet the need. There is every prospect of a firm situation maintaining in the overall market.

Fine Gloves up $1.50 to $3 per Dozen

GLOVES.—The market for gloves is becoming firmer each week with the continued scarcity of leather of all kinds. With one manufacturer the tan cape lines were withdrawn last month. Now follows the withdrawal during the past month of all pigskin gloves and mits, and the disappearance from the market of cheap split leathers. The better grades of split cowhides have advanced 50c. per dozen. With grey suedes the market is very firm. At the time of writing one manufacturer was out of the market altogether owing to the inability to get the raw materials. They have prospects of getting stock in the near future, but will only quote an advance of $1.50 per dozen over the prices of last month with the proviso that deliveries are contingent upon their getting the leather. The price quoted is at $21 per dozen. Stocks of tan capes that were on hand have been completely cleaned out. An order for two hundred dozen of these gloves was recently refused. Ivory capes are all up in price from $1.50 to $3 per dozen.

Split working gloves that a month ago were quoted at $10.50 per dozen are now selling at $11. Buckskin gloves have all advanced $3 per dozen during the month, and one of the popular grades is now selling at $27 per dozen. Material for these gloves is hard to get. Manufacturers cover wide areas of country in their endeavor to get supplies. Moccasins have advanced from $3 to $6 per dozen. The grade that formerly sold for $16.50 per dozen is now quoted at $19.50, while the grade of buckskin that formerly sold for $27 is now quoted at $33 per dozen. Horsehide teamsters' mitts is about the only line that has held stead in price during the month, the line being still quoted at $21 per dozen.

Some Points About Fall Hats

HATS.—The general tendency on all Fall styles will be towards a larger variety of hat, its general proportions will be increased, not very noticeably, of course, but enough to give a general impression of increased size. The crowns will be lower, probably 5¼, 5½, 5⅝, while the brims will be flatter and somewhat larger. The pencil curl or rope edge brim will to all intents and purposes be a thing of the past, and in its place will be the strictly flat brim.

Pugaree bands are expected to be very popular. These are being shown on straw hats for the Spring trade, and there is a very strong tendency to add them to the Fall styles, indeed, there is a very good showing of these bands on some of the Fall models displayed in New York and they are reported to be taking very well with the trade.

The Derby hat will still remain distinctly in the background. The automobile has signed its death warrant it seems. It may appear to be a rather far cry from an automobile to a derby hat. But those who have had the experience of being shot violently against the top cover of an auto and have had with sorrow to try and iron out the damage to a new derby will realize the force of the association. This argument is being urged in the United States, in any event, and it is an unquestionable fact that the soft hat is distinctly the selling line, and its less perishable nature is given a good deal of the credit. Derbys are still selling, of course, to a considerable extent. They are a dressier hat and are generally used for more dressy occasions when a soft hat might appear out of place. For that reason possibly, it is noted that it is the best lines of derbys that are selling, while the cheaper lines are remaining on the shelf.

Greens and Browns Again

The prevailing colors will be green and brown. The greens will show a very decided tendency to favor the lighter shades and olive tones, blues are being shown by some English makers, but as a rule the American makes have practically discarded the color. It is not likely that it will have as heavy a sale as formerly. Dark grey will have its usual following, and pearl shades will be popular for the Summer trade.

The vogue of the green shades has nothing to do with any dye shortage. It unquestionably had in the first instance, but now has gained a firm place in the public favor. Also other sources of dyes have been found and the German product is not in the same demand that it was.

Market conditions are unquestionably very perplexing in the hat trade. The scarcity of leather has led to a very general adoption of the artificial leather sweat band, practically all hats now selling below $18 per dozen are made with this composition band, and up to the present it has proved very satisfactory.

The English makers are in a bad plight, and may be compelled to give up business all together for the time being. Lloyd George's anticipated measures for winning the war, which comprise the taking over of all industries not directly assisting the war office, would be liable to hit this trade hard. For useful and pleasant as it may be it would be hard to prove that a new hat was a necessity for the winning of the war.

Skilled help is indeed a difficult item. A prominent Canadian hatter who has just returned from England spoke of a visit he had paid to an immense works, where he had seen 6,000 men employed, and hardly one of them coming between the ages of 18 and 50 years. The whole commercial work of the United Kingdom is in the hands of the young and elderly, practically all unskilled labor.

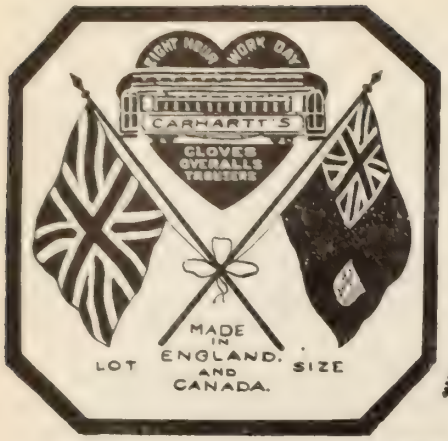
NOVEL NEW YORK SUITS.

B. Altman's, New York, have some novel suits for little boys. One dressy style is of black velvet with round collar, cuffs, and v-front of heavy yellow or pink embroidered linen. Another is of pale grey, blue, self-striped chiffon velvet with a white satin-under-blouse. Trousers in all of these are the straight-cut style wash silks in plain and fancy stripes are shown in summer suits.

HONOR ROLL.

The Julian Sale Leather Goods Co.—Pte. George T. Sale, youngest son of Mr. E. Sale, was wounded in the leg, foot and elbow. Pte. Sale went overseas in April last with the Fourth Divisional Cyclist Corps, but was transferred finally to the 75th Battalion. A brother, Pte. E. R. Sale, went overseas with the 100th Winnipeg Grenadiers, last September. A cousin, Lieut. Gordon N. Sale, who went overseas with the 74th Battalion, was killed in action on Sept. 26. Another cousin, Pte. Julian Smedley Sale, went overseas with a Sault Ste. Marie battalion and is now encamped in Bramshott. Pte. George Sale, who has been wounded, is only 20 years old and attended Technical School before enlisting. He played on the Tech. Rugby team and was a member of Jarvis Street Baptist Church.

J. C. Green & Co., Toronto.—St. Leonard E. Porter, a former employee, 75th Battalion, is reported wounded.



Carhartt Gloves

Are now made to retail at 75c. up

They are made-in-Canada gloves that meet the demand of all Canadians for a satisfactory, hard-wearing glove at a price that will suit their pocket-books.

Carhartt gloves have several exclusive and excellent features which make them winners.

They retail at 75c and up per pair.

Carhartt Overalls, like our gloves, have a reputation which is country-wide. They are favorites with the overall-wearing fraternity.

Write us for samples of our Trouser Line and the new Combination Overalls



Hamilton Carhartt Cotton Mills, Ltd.

TORONTO
VANCOUVER
LIVERPOOL

The "Arlington" Collar
Sales Calendar

JANUARY

S	M	T	W	T	F	S

The Month of Resolutions

RESOLVED that merchants should start the New Year with a stock of Arlington **"Challenge" Brand** Collars which bring good profits and make satisfactory customers.

Arlington Collars are made in several styles and grades to suit the lean, the medium and the full purse.

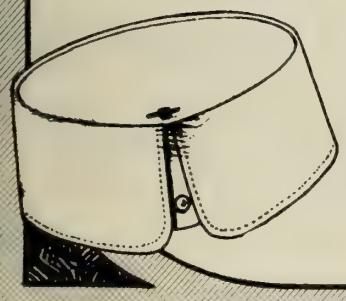
These collars are easily cleaned with soap, a sponge and clean water. They wear longer, being made of a stouter material than is usual with composition collars.

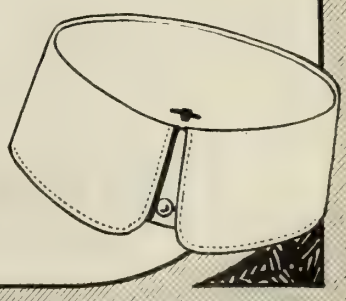
Arlington Collars are made in the popular linen collar styles, and customers will often take two or three styles to try out.

A resolution serves no purpose until carried out.

Order your Challenge Brand stock today. Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto.
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.





The Arlington Company of Canada, Limited
56 Fraser Avenue · TORONTO

TRADE ANNOUNCEMENT

The Brophey Suspender Co. Ltd.

Wish to announce they have taken over the SUSPENDER and BELT business of

Halls Limited, Brockville, Ont.

AND

The Brophey Umbrella Co., Ltd. Toronto.

and have also completed arrangements whereby they will manufacture and control for Canada the patents of the

Chester Suspender Company, Boston, Mass.

A full range of these well-known lines of high-grade Suspenders and Belts are now in the hands of our Travellers, along with many novelties not before shown to the Canadian Trade.

All mail orders for "Chester," "Halls" or "Brophey Make" Suspenders or Belts should be sent direct to—

The Brophey Suspender Company, Limited

474½ Bathurst St. Toronto, Ont. Salesrooms: 266 King St. W.

Hold the Workingman's Trade

with

"ARM and HAMMER" SHIRTS and OVERALLS

The workingman has learned that **Arm and Hammer** Shirts and Overalls give him just what he wants—great strength and durability. These features are secured through our **SPECIAL** stitching and reinforcing, and the extra careful workmanship that goes into each garment. For over forty years these features have given **ARM and HAMMER** Brand Shirts and Overalls its hold on the workingman's trade.



Leaders in Their Field

Haugh BRAND

Tweed, Serge & Worsted

TROUSERS

Immediate Delivery

"Haugh" Brand Trousers for the past six years have become entrenched with the trade because of their satisfaction as sellers. Made in tweeds, serges and worsteds, in the better patterns.

Prices range from $1.50 to $4.00.

Quick delivery on trousers.

J. A. Haugh Mfg. Co., Ltd.

658 King St. West - TORONTO, ONT.





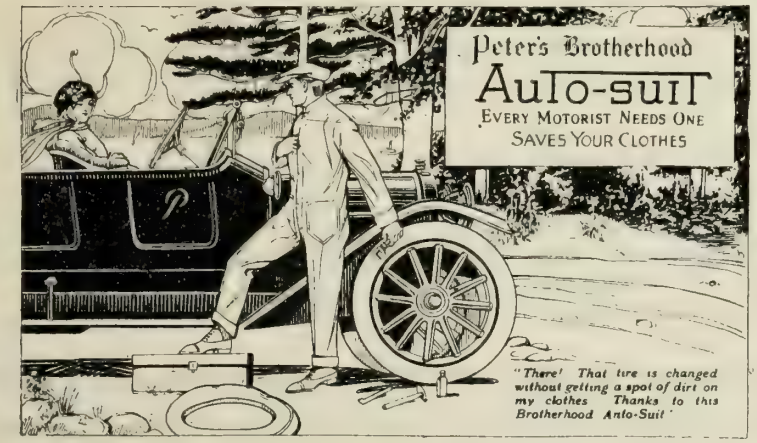
Successful Sellers for 1917

Mogul Apron

Brotherhood Brownie



Front view Auto suit or Union suit





Mogul Coat

Here They Are!

Brotherhood Overalls

—the popular sellers during 1916—get your share during 1917. Start the year with a Brotherhood Agency and reap the better profit that this line gives you—**Brotherhood Overalls and Brotherhood Auto-Suits** are good sellers—everything is in their favor—

Name, Quality, Workmanship and Price

Big value to you—no jobbers' profits, no travellers' expenses—the saving made is devoted to better quality and big dealer profits.

ONE MERCHANT ONLY is given Brotherhood Agency in each town. Why not take the agency for your community. It will pull business your way.

Write for Brotherhood Agency to-day and get started. We prepay the freight on starting orders, of five dozen, or if you prefer we will send samples to you by return mail. Begin the year with a Brotherhood Agency to help to bigger business.

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS

Best Collar Value for the Money

KANTKRACK Collars have features that make them irrefutably the best value on the market in composition collars.

No competing collar has or can have the KANTKRACK special features—the Flexible Lips and the Slit in the back to allow freedom of buttoning and to give longer life to the collar.

KANTKRACK Service means mutual satisfaction to the dealer and customer. We stand back of both, and guarantee absolute satisfaction.

Send an order for a few of the most popular styles and share in the increasing popularity of KANTKRACK Composition Collars.

Remember the 3 K's (K. K. K.)

The Parsons *and* Parsons Canadian Co.

HAMILTON, ONTARIO, CANADA

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card,*—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

The MacLean Publishing Co., Limited

143-153 University Avenue - Toronto, Ontario

ACROSS THE BORDER

Indications That Grey and Champagne With Tans Will Lead for Spring—White Skating Shoes Popular—Spats Going Well

COMPARATIVELY few novelties are shown anywhere for the Spring. The demand seems to be increasing for well made one color footwear. Practically all the specially advertised sales in New York and Boston are of two-color shoes. Throughout the winter these cities have shown strong preference for grey and champagne footwear, with self, suede, white or cloth tops and the indications are that these two shades together with tans, but for the most part all of one color and material will be leaders for Spring.

Among the very dressy types black patent with white kid holds goods still. Marshall Field & Company, Chicago, have a style with seamless patent vamp, bottom is hand-sewn and finished; heel is enamelled wood; top is of choice buckskin of a shade perhaps nearer to orange than anything else; it is lined with fancy colored silk. This is perhaps the highest priced shoe on record. It retails at $35.00 per pair.

White skating shoes are very popular this season. Buckskin and kid are both used for these. Grey have sold quite well also. Boston has a pretty effect in white buckskin with colored piping.

Macy's have a neat brown walking shoe with alligator vamps which have good style. Novelty low shoe there is of dull tan suede with three straps and buckles, like skating straps, for fastening.

Skates are selling well everywhere at present. White, grey and champagne are the leading colors. They are made in good heights but no new features are prevalent.

RUBBERS UP AT LAST

Advances Early in January From 12½ to 15 Per Cent.—Result of Constituent Lines Rather Than Raw Rubber

AFTER an ingenious series of anonymous ads. in the papers for weeks past, booming rubbers, on the ground that they were deserving of the support of all people who were of a saving nature, for the reason that they had resisted successfully the almost universal epidemic of high prices, the rubber men have come to it at last. They have raised prices.

The increase on ladies' and men's rubbers went into effect during the first week of January and averaged from 12½ to 15 per cent.

"But that should not be objected to by the merchants or the public," remarked a sales manager to DRY GOODS REVIEW, as he announced this increase. "Over on the other side they have raised the price by 20 per cent.

"The real reason is not as perhaps the public will conclude, that the price of raw rubber has gone up to any extent. It is up a little, but it fluctuates down to the old low price. No, the ads. that have been running about the low price of rubber still hold. It is the extra cost of the other elements in the turning out of the rubber shoe that have forced them up. The cotton linings are very high, and everything else has gone up as high as 500 per cent. as compared with two years ago."

There has been some delay, particularly in the deliveries of women's rubbers, but the factories report that this is being improved gradually.



Order Your Supply of

"NUGGET" SHOE POLISH

NOW

It Will Not Freeze

THE NUGGET POLISH COMPANY, Limited

9, 11 and 13 Davenport Road

TORONTO - ONTARIO

EQUIPMENT & DISPLAY

ANNOUNCING THE NEW SPRING STYLES

State the Facts That the Women are Already Wise to Expect, Give the Prices Plainly, and Argue Convincingly on the Values Offering — The Price Focus Plan.

MONTREAL, Jan. 3.—(Special).—Lovely woman will soon be looking in her own favorite and particular pages of the daily newspapers for the Spring Style news of the dry goods stores. She will pass over the war news with but a glance, and the editorial "Woman's Page" she will dismiss with half a glance. But she will hurry to reach the store advertisement pages, and she will linger over them long and lovingly, or perhaps more longingly than lovingly, according to the state of her purse, or her husband's bank balance.

What will she be reading this season in the Style News spaces of the store ads? What will she be reading in **your** advertisements this season? In other words, how do you purpose announcing your new season's Spring Style leaders in 1917? Would the views on the subject of the Advertising Manager of one of Montreal's big department stores help you at all if you have not already made up your mind? Then, here they are:—

"On what lines do you propose basing your earliest announcements of Spring Styles for 1917?" was the question DRY GOODS REVIEW asked the Advertising Manager interviewed. "Will you announce your leaders in styles at once and explicitly in your first announcements, or will you endeavor to arouse curiosity in the customers, to be gratified by a visit to the store where the styles can be seen?"

Show Them You Have Latest Styles

"Well," replied the Advertising Manager, "before the fashion papers for women were so widely circulated in Canada, it was often a successful stunt to excite curiosity, at the same time extending an invitation to the ladies to visit the store and satisfy that curiosity. To-day it is different. Already they know a good deal what to expect in styles. Your plan is to show them that your store is the place where they can get these styles best and at the prices they prefer to pay for them.

Publish Convincing Style Story

"To that end it is necessary to announce and illustrate the style leaders directly, and as attractively as possible in the page of store news. Women have been expecting to see certain things which they have been already partly informed about by the fashion papers. They are eager to know more about them, to see them in reality, or at least it is the purpose of your advertisement to awaken such eagerness in them. The way to do that is to get right down to business right away, to state the facts and publish a style story that is convincing, with a set of illustrations that are inviting, and price figures that are even more so, if possible."

"And what then?" asked DRY GOODS REVIEW.

"Then you have to do that again the next day, and again and again, keep right after them, in fact, all the time you are selling and want to keep selling. Tell them about the styles and the qualities you have to sell in many new and inviting ways, but always keep the facts in front of them, the straightforward facts well to the fore in the argument, the price unmistakably clear, supported steadily by the arguments that set forth the values offered.

Last-of-the-Season Suggestion for a Knit Goods Window



One of the Earliest Spring Displays in Canada



An excellent "Palm Beach" display by Fairweather's, Montreal, showing varieties in millinery, accessories and ready-to-wear fashions. The two parasols resting below hats of same materials call attention to the Spring style feature of fabric hats matching accessories. Velours curtains behind the figures soften the background effect. The three groupings are very effective.

Concentrate on One Price

A system which is coming strongly to the front, and successfully so in advertising Spring style goods, is that adopted by some of the leading houses of late, to concentrate their advertising upon one particular price, an average price, not the cheapest nor yet the most expensive line, and to keep vigorously awakening and maintaining the interest in the styles so priced. The price may be, say, $17.50 as a medium standard, and goods designed to sell at between $20 and $15 are all concentrated into that price focus. The firm may lose upon a suit worth $20 sold at $17.50, but suits that would sell profitably at $15 go equally fast in the selling campaign while it is at its height, and thus the balance works out about even. The plan is to fix the attention of the prospective customers on the lines offering. The fact that the price is given unmistakably, and a wide range of choice indicated at that price, is in itself a convincing inducement.

Getting Help from Trade Papers

"These Spring style advertisements are based upon the information secured in the columns of the trade papers, and from the sources of the goods offered. Details that the women's style papers do not give, and later style news that the women's style papers will be giving later on, are contained in the columns of the trade papers, and from these papers can be obtained the matter upon which to build up successful advertising campaigns for selling Spring styles upon the lines indicated."

J. F. McGachie, who has represented the Robinson, Little Company, for ten years at the Coast, and who is one of the best known dry goods men in British Columbia, has now changed his field of operations. He is working Northern Alberta for his old firm and has headquarters in Calgary, Alberta.

Utilizing Alcove and Mirrors for Special Ready-to-Wear Displays

In the Bryson & Graham store in Ottawa, thousands of customers are held by a rather unique adaptation of an alcove, under the cash balcony, for ready-to-wear displays. This under-position was originally taken up with an office and when this was removed an awkward space remained. A happy thought of Mr. Kalfleiche, the buyer, and Mr. Fred Ashfield, display manager, transformed it by two mirrors along the wall and one at the side, and two plateaus. On these various groups are set up, usually with one or two wax figures, making up sports scenes, tennis, or skating groups, bridal parties, the allies, etc. The length is about 20 feet and the width four. The "Before" and "After" contrasts are remarkable.





While this is a January interior trim it contains ideas for showing up Spring goods in your departments. Note prominent price tickets.

DISPLAY METHODS FOR THE BIG SALES

Three Types of Window Trims With Bulk Merchandise in Staples Preferred — Bold Price Tickets Without a Shadow of Fake, and Merchandise Held Up to This Standard.

From Interview with W. B. Stainton, staples Buyer for Ogilvie's, Ltd., Montreal.

DISPLAY methods in a sale of staples, in this case the regular January event, formed an important feature of an interview that DRY GOODS REVIEW had with the buyer for Ogilvie's, Limited, of Montreal, the balance of which will appear next month. These methods are appreciable to many other lines as well.

"As to the display methods to interest the passing crowd," declared Mr. Stainton, "window displays, posters and general advertising are all essential to the success of the January Sale. These details also require considerable thought before you launch your sale on the public.

Three Classes of Display.

"Window displays are divided into three kinds viz: Mechanical, that is, displays showing a loom or some other contrivance of the mill either at rest or in operation, if window space etc. permits of running the machine.

Second, there is the feature display of bobbins, shuttles, raw cotton, and in many different stages of manufacture, grey, bleached, and the finished product.

"Thirdly, there are bulk displays of goods in the window showing merchandise such as you expect to sell viz: sheetings, cottons, quilts, linens, etc.

Prefers Display of Bulk Merchandise

"With abundant window space you could have all three, and make a splendid display, but if only one display idea is to be used my personal preference is for the third, the bulk merchandise display, because by this display you bring the people into the store, while the other two may serve only to attract a crowd outside the window who walk away and forget that you have merchandise to sell.

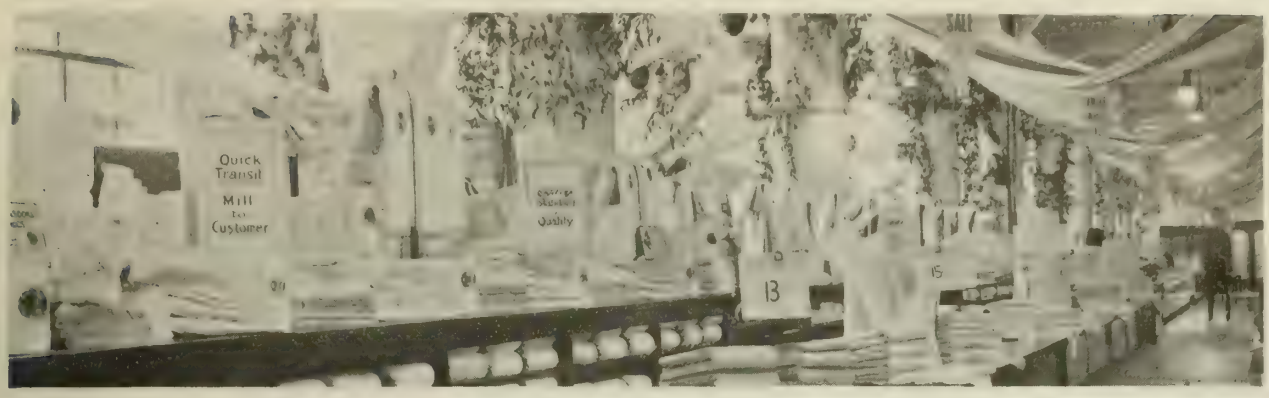
Price Tickets, Bold and Unmistakable.

"Price tickets in selling staples are important. They ought to be marked boldly, plain, and clear—unmistakable in their information. Such price tickets coupled with a good display of the merchandise to be sold combine to form a sales method that is at once the surest and the most satisfactory to the customers.

No "Fakes" in the Marking.

"There should be no fakes, no single sheets marked "**69 cents**" when the customer is under the impression that the price ticket means 'per pair'. There should be no large attractive tickets over tables of goods that read in huge letters "29 cents" for say towels, but which on closer approach reveal a tiny word "from" on the price

Might Serve as a Good Model for a Spring Display



tickets showing that the goods are not by any means all priced so low as 29 cents, and disappointing the prospective customer.

"Above all, goods must be exactly as you have represented them to be.

"Cotton is Cotton
"Linen is Linen
"Wool is Wool.

and there should be no mistake, and no misleading about it if you want to make good in selling staples in January or February or March or November or any other time.

"To make a success in this important line it is absolutely necessary that you live up to these standards of honesty and integrity, and as a natural result you certainly and soon will gain the respect and appreciation of the public."

With these words Mr. Stainton concluded an interview kindly granted DRY GOODS REVIEW in the whirl of his busy preparations for the January White Sale some of the Department Aisles of which are here pictured. Prominent in the midst of attractive piles of goods in one aisle there was displayed a card reading in plain lettering "WE ARE PREPARED, ARE YOU?" It was there to awaken the public to the imminence of the event of the year in staple selling, the great white sale at Ogilvie's.

Inspiring His Whole Staff.

Mr. Stainton passed from counter to counter, through aisle after aisle, here visioning a better effect to be actualised in a few hours, there adjusting a price card, now pausing to talk in swift imperative accents to an assistant, always inspiring the whole scene with the spirit of active, sterling, hard-working honesty and integrity of purpose of which all who have ever met W. B. Stainton will agree he is the very personification. Bluff, hearty, outspoken, a buyer whose opinions are valued by many business acquaintances, he was soon busying himself in consultation with the Advertising manager on the subject of the White Sale Announcements then in process of design and wording for the daily press.

Type of Class Three of Window Displays, a "Stocky," Merchandise Trim



This photograph was taken for THE REVIEW *early this month.*



View of the Ground Floor Taken from the Balcony

RAPID GROWTH of "TWIN STORES" at SUDBURY

New Building With Frontage of 66 Feet, Three Storeys and Basement — Developing Ready-to-Wear, Housefurnishings and Toys — Most Modern of Fronts and Bright Interior.

SUDBURY, bordering on the biggest nickel mines in the world, with a large industry in copper, as well, may be called the last stopping off place of any large size between North Bay and Port Arthur, on the C.P.R. line. It has retail houses that cater to the large, floating foreign population, and it has stores that find an increasing trade along the best of lines. Of these is F. M. Stafford's, or as it is now called. "The Twin Stores." The illustration will explain just why. In its interior are included dry goods, clothing, men's wear, boats and shoes.

Only ten years have passed since Mr. Stafford bought the dry goods stock of Robert Martin, and took a three years' lease on the premises. He continued another three years and in May 1912 bought the property, with a frontage of 66 feet and depth of 50 feet. Two years later he bought the adjoining lot, 50 x 120; and thus the name "Twin Stores" originated. One year ago he planned the new premises, and in February last the old store was abandoned, and while the new block was under construction the business occupied the McCool block.

The new premises, occupied this past Fall, have a frontage of 66 feet, and a depth of 100 feet. It has three storeys, with a full-size basement. A large portion of this is utilized for house furnishings, and the balance is taken up by furnace room, coal room lavatories, cloak rooms, stock and unpacking rooms.



View of the "Twin Stores," a fine looking property, with splendid display windows. The art glass in the transoms gives a handsome appearance.

Gallery as Rest Room and Office

The ground floor of 6,600 square feet, has additional accommodation in the form of a gallery which provides a rest room for ladies, bookkeeper's offices and a "sanctum" for Mr. Stafford. The fittings are of golden quarter cut oak and the lighting is exceptionally good. The heating is of steam throughout.

For the size of the town and district this store will rank as one of the best equipped in Canada. Among the most developed departments is the ladies' and children's ready-to-wear, which are being carried on in the new store on a larger scale than ever. For the Christmas trade a large toy department was fitted up in the basement.

The division of merchandise is well regulated among the various departments with a special manager in charge of each.

A Winning Combination at Sudbury

As in the case of most mercantile successes, this business has received the close supervision of the proprietor, who with able assistance from Mr. Frederick J. Lapp, the manager, is planning for a constant increase of trade and prestige in the community.



Mr. F. M. STAFFORD, Proprietor.



Mr. FRED. J. LAPP, Manager.

BRITAIN TO BUY ALL WOOL CLIPS

A despatch from London says:—It is understood that negotiations are expected to be undertaken for the purchase by the Imperial Government of all wool clips, not only of Australia, but all the British colonies and Dominions. It is learned that the price the Government will pay for the New Zealand clips is 25 per cent. above the price of January, 1914.

WASTE PAPER AS A FINANCIAL ASSET

ALMOST daily reports are being received of newspapers cutting down their pages, or in some instances, temporarily discontinuing publication, through the inability to get their accustomed supply of paper. The raw material from which this news print is made is usually scarce, and consequently even the greatly enhanced prices that are being paid by all users of paper are not sufficient to in all instances assure them of a sufficient supply.

So serious has this shortage become that the Dominion Department of Trade and Commerce has issued a circular urging the conservation of these waste products. Moreover it is held that waste paper is the greatest fire menace there is; it cannot be left around even for a night without proving a very serious danger.

Baled Paper Not a Fire Menace

How will the saving of paper prevent this? Well, there are a number of good paper balers on the market, and these are being used extensively, and have proved of great value, and not the least of their value is the protection that they give against fire. It is not always possible to dispose of this baled paper immediately after baling, and some people have held that it continues to be a menace. This is not the case, however. Paper that is one of the most inflammable of materials in its loose state, becomes practically unburnable when tightly baled. Even if the edges should catch fire, the smoke this would generate would itself put out the fire almost as soon as it had started.

Some Practical Questions Answered

What is this paper worth, and where can we dispose of it, and how should it be shipped? are some of the practical questions that are continually being asked. First, then, as to how paper should be prepared. A man who is baling paper for sale should make three grades:

1. Magazines and books and all bond papers. This raw material is used in making the better grades of papers and consequently it brings a better price. This grade is worth $25 a ton.

2. Newspapers.

3. Scrap paper. This consists of everything in the paper line—torn newspapers, wrapping paper, contents of waste baskets, cardboard—in fact, anything that resembles paper. These two last grades are at present selling at $13 a ton, though, as a rule, there is about $3 difference in price favoring the second grade.

Handle Waste String Separately

In this connection there is a caution that might be added. Do not include string or any type of cord in any of these grades of paper. String has to be sorted out and entails a good deal of loss of time. Not that it is not saleable, for it is worth $30 a ton, or 1½c a pound.

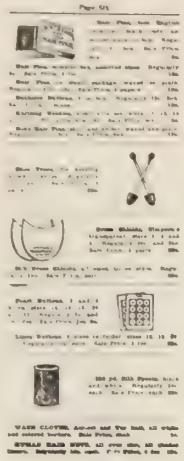
The method of shipment is a matter of great importance, and it is here that most merchants meet the greatest difficulty. They don't know where to ship the paper when it has been collected, and they are not sure if the amount they will receive will justify the attempt.

We have mentioned the present prices, and will be glad to supply the names of reputable paper dealers in different districts on application, as anything like a complete list would be too extensive for these pages. Regarding the matter of freight and handling, there is a good deal that can be said. It is impossible to give a complete list of rates, for these vary with each place, but some instances may be given.

A Three Grade Freight Rate Illustrated

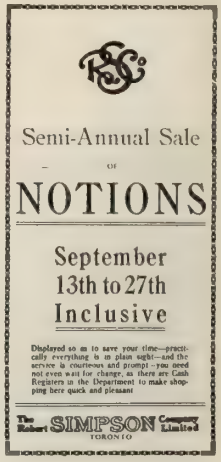
Take London, Ontario, as an example; there are three rates for this point for shipment to Toronto. These are 8½c, 20c, 28c per hundred pounds. The first of these prices is for straight car lots, the second for bales in less than car lots, and the third for bags in less than car lots.

Store Stunts that Score Success









THIS first stunt has a look of Fall, but round about April it will appear in its Spring glory, with the same idea behind it, so it is quite worth while as a Spring line for 1917.

As the first page of the booklet says, it is a semi-annual sale of notions, running for two weeks. The booklet was in the form of a folder, each page 4 inches wide and 8½ inches high, in pale blue paper, a couple of days before the sale opened. Of course it was backed up by newspaper advertising.

As the reproduction of one side of the extended folder shows, the feature of this style of publicity was the illustration of nearly every item with a line cut, and also of equal efficacy, in our opinion, the detailed descriptive matter and prominent sale price. The various items can be made out on the reproduction. Those on the reverse side, it may be of help to others to know, were, thread, 50 cents a dozen; basting cotton, 10c spool, 3 for 25c; crochet cotton, B.P.C., 11c; and Coate's mercerized crochet cotton, 12c (regularly 15c; featherbone, 10c (reg. 12c; belting, 1½ in. and 2 in. wide, 6c (reg. 8c and 10c); boned belting, 2 in. and 2½ in., 10c and 12½c, (reg. 13c and 16c); elastic, pure silk, 1 in. wide, black and white, 17c (reg. 25c); dome fastener tape, 15c (reg. 25c); weighted tape, black and white, 2 yds., 15c (reg. 10c yd.); all on page 2.

Page 3—Sewing silk, 50 yd. spools, 40c doz (reg. 5c ea.); children's pin-on supports, 7c (10c); sew on hose supports, 2 pr. 15c; skirt or trouser hangers, hardwood and felt, 15c (25c); coat hangers, plain hardwood, rubber tips, 3 for 20c; toilet pin cards, 1 doz. on card, 3 for 10c; pin sheets, 365, 2 for 15c (10c).

Page 4.—Safety pins, 3 for 10c (reg. 5c ea.); safety pins, 1 in. size, 4 doz. 10c (reg. 4c doz.); hooks and eyes, 3 for 10c (reg. 5c ea.); hooks and eyes, 6 for 10c (reg. 2 for 5c); tape, 12 pcs. to bundle, 3 for 12c (reg. 5c ea.); roll tape, 7 yds., sizes 0 to 8, 5c (reg. 8c); black tape, 6 pcs., 3 yds. ea., 10c (reg. 15c); lingerie braid, 10 yds., 2 for 15c (reg. 10c piece); and an itemized, and illustrated, group of domes, binding, and corset laces.

Page 5.—Mending wool, balls, 3 for 12c (reg. 5c ea.); mending cotton, 8 for 10c (reg. 3 for 5c); mending wool, eds., 8 for 10c (reg. 3 for 5c); stocking darners, 3 for 10c (reg. 5c ea.); boot laces, French mohair, doz., 17c; collar buttons, gilt and silver, 1 doz. on card, 2 cards 15c (reg. 10c card); ironing wax, 1 doz., 10c (reg. 4 for 5c).

The store noted that there were "cash registers in the department to make shopping here quick and pleasant."

It was noted also: "Mail and 'phone orders promptly filled—Main 7841." There was a large response to both.

There is a serious difficulty for the merchant who does not employ an artist regularly, to secure the cuts, but a good many of the firms making the goods could supply these on request. A few would brighten up the announcement.

Dressmaking Time Favored

Another dry goods store holds two sales, also, Spring and Fall, at the opening of each dressmaking season.

Another finds that the best results come from sales held thirty days before Easter Sunday, as the sewing season is just starting. In such a sale they feature notions of every description, including dress forms. Outside of newspaper advertising and window displays they employ personal letters and the telephone to communicate with the shopping public. The store display consists of goods on special bargain tables, and special price cards on every article advertised at the department.

Should Prices be Cut?

Whether prices should be cut, especially when goods are so difficult to get, is not agreed. One merchant says that he is opposed to cutting prices on standard goods in the course of the sale, and does not favor discounts of any kind, even in the case of dressmakers.

Another says that it is best to conduct the notion sale in such a way that all goods in this department will be included and without making sale features of any special notion articles.

Prefers Month of February

A merchant, quoted in an exchange, says on this point: "A notion sale is the best drawing card a store can have. As to the time, we prefer the month of February, as most stores have their annual clearance sales in January. There is a better chance for display and advertising for a notion sale if it is held in February. We issue a circular which is distributed about three days before the sale starts. Then there are window displays with tickets, and large counter displays and bargain tables. We do not believe in cutting prices on over four or five items, which give the necessary strong pulling power to the sale."

Girls' Contest—One Cent a Vote

CLAXTON Bros. of Grenfell, Sask., note as follows in regards to a girls' Christmas contest they held this past season:

"We take pleasure in giving you some of the particulars regarding this Contest as we believe it is a very

good advertising scheme indeed. It not only helps in our daily sales but we believe it also is bringing in money on account.

"This year we are giving a vote with each cent purchased or paid on account and the first two weeks we gave double votes to encourage the girls to get to work at the start of the Contest. We have not kept a record of the numbers of votes cast in previous contests but to date the leader in this Contest has placed into the neighborhood of 65,000 votes in the ballot box and there are several very close to this. At present there are 50 names of contestants on the list and we post the standing of contestants in the store about three times a week in order to keep interest stimulated. We do not however show the number of votes each has to her credit. This year we are letting our customers use their sales checks for ballots and they merely have to write the name of the girl they wish to give their votes to on the reverse side of the check and drop it in a ballot box which is placed in a convenient place in the store.

"A week ago to-day was the last day on which we gave the double votes and there were several parties who left credits in the office in order to secure the double votes, and many others who paid their accounts to date instead of letting them run to the end of the month. This looks as though they were interested."

$50 *Daily Increase Sale*

GRAY'S Limited of London, Ont., advertised that that they desired to show in each department an increase of $50 a day over the corresponding day of last year, a rather unusual form of taking the public into one's confidence. How it succeeded may be inferred:

"In answer to your inquiry re our advertising of last week and its résults, would say, that results were very satisfactory. Every department succeeded in putting on its desired increase of $50, a day, some departments did better than others. However it was a decided success. We advertised three days a week as usual, but used about twice the regular space.

"Every item was as represented, each department, cutting prices on one or two wanted lines.

A clipping from a London paper reads: "One of London's leading merchants remarked Saturday night that he just had the banner week of his history— incidentally it was the week during which he did his heaviest advertising." This was a comment made by Mr. James Gray.

SAW SUGGESTIONS IN DRY GOODS REVIEW.

"I might say the suggestions of the sale "$50.00 Increase Days" was found in an ad. illustrated in the REVIEW."—Gray's Limited, London.

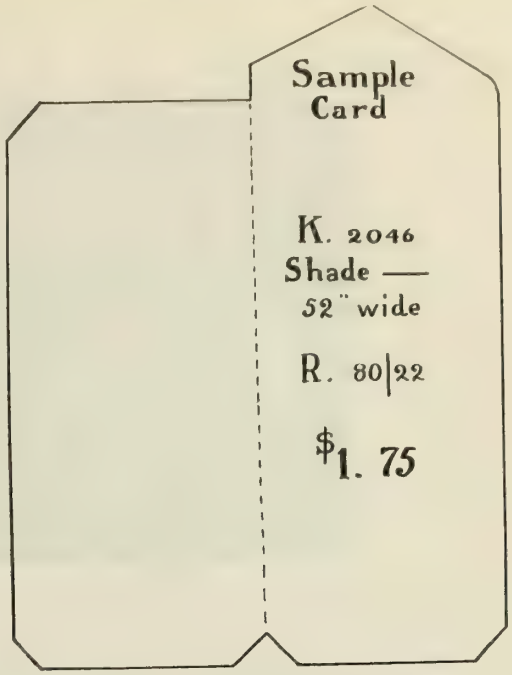
Before the War—Present Time

IN a window showing cotton goods the Robert Simpson Co., gave an interesting demonstration of why prices have advanced on cotton goods that might be tried out in this or a similar form, in staples or various other lines.

Along the front was a row of 4-ounce bottles containing some of the elements that go into the manufacture of cotton goods.

For instance one was labelled, **Caustic Powder—Before the War. 7c lb.. Present Time $1.83.**

Live Idea on Samples



This is the original form of cardboard used by Mr. Richard, dress goods buyer for L. N. Poulin of Ottawa, for holding samples cut off the end of the bolt as soon as it is put into stock on the shelves. The dotted line represents the place where it is folded. The cutting of pieces off the one strip at once, instead of one each time a customer comes in, saves a great waste of cloth and the sample is always ready, with all particulars on the card to be copied on the pin ticket used with the sample.

Another important point brought out by Mr. Poulin himself to DRY GOODS REVIEW*: "When a customer sees that a part has been cut off the end of a piece of goods, this advertises the fact that we give samples and encourages the new customer to ask for them. We keep the swatches in the rear end next the board, either in the folded cardboard or in an invoice envelope.*

Another was **Bleaching Powder—500 Per Cent. Advance Since the War.**

Soft Soap—300 per cent. advance.

Then some **raw cotton** was marked **13 cents before the war** and **22 cents now.**

Some **Yellow Italian silk—before the war $3.50; present time $6.50.**

Japan Silk, before the war $3.25; present time $6.25.

The scheme attracts constant attention and brings home the point of higher prices very convincingly.

Try it in your Spring windows.

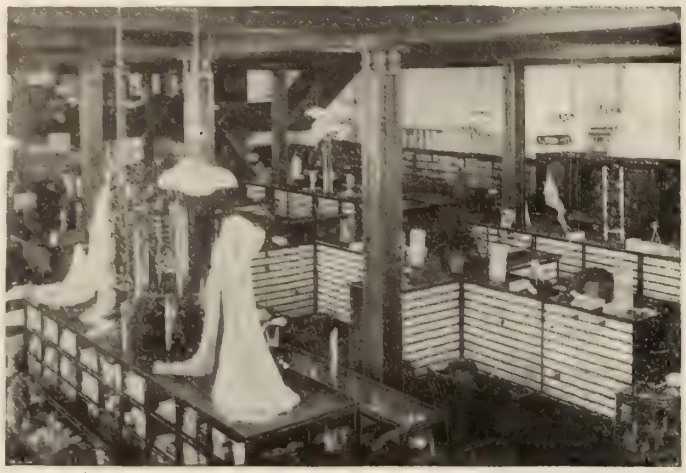
A $19.16 SALE ON DEC. 30

Simpson's celebrated the passing of the old year by holding a $19.16 sale on Saturday, Dec. 30.

TOY MAKERS' EXHIBITION, FEB. 5

The Canadian toy manufacturers will hold their second annual exhibition in Toronto in the Traders Bank Building, on Feb. 5 to 17. The Manager and Secretary-Treasurer is L. G. Beebe, 53 Yonge St.

The American Rubber Co. will open a factory at Weston, near Toronto, for the manufacture of rubber balls, etc.



Interior view of the store of Simon Loeb & Bro., Columbus, Miss., showing their Lamson Package Carriers.

"Lamson Carriers Are Indispensable"

THIS statement, from Mr. Simon Loeb, will be of interest to all merchants, as the store of Simon Loeb & Bro., Columbus, Miss., is one of the most complete and modern store buildings in Mississippi. Mr. Loeb goes on to say:

"During this era of progress it is necessary to adopt every modern method that facilitates the selling of merchandise. One of the most vital features of a retail business is the system for handling the merchandise sold and checking of cash receipts. The system used should be both accurate and speedy and should prevent the possibility of theft by dishonest persons. "When about three years ago we built our new store, nothing was left undone that would help give us the best store service system. We installed the Lamson Carrier System for cash and packages—every department being connected with the central station where all merchandise sold is sent to be checked and wrapped. This system places the cash receipts and the charges under the supervision and responsibility of one person.

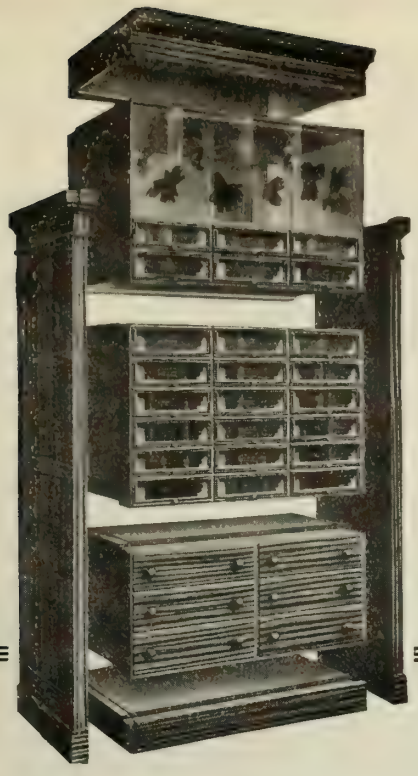
"Under this centralized system, an itemized saleslip accompanies every package when delivered to a purchaser. One duplicate remains in the office and another in the salesbook of the clerk. This reduces to a minimum the chance of errors and discrepancies and is, of itself, a sufficient reason for the adoption of the Lamson Cash and Parcel Carrier.

"We take pleasure in recommending the Lamson Carrier System, which we consider indispensable."

Does your store service system give you the protection, speed and centralized control that are necessary under modern methods of retailing? At your request our nearest representative will be pleased to describe to you in detail the Lamson Centralizing System best adapted to your particular requirements.

THE LAMSON COMPANY

102 Boylston Street **Boston, Mass.**



The Last Word in Fixtures—

The New Interchangeable Unit

Big Business Will Go to the Merchant Equipped to Handle It

It has been demonstrated beyond doubt that modern scientific display sells more goods than the old display methods.

The Interchangeable Unit is the last word in display fixtures for Dry Goods Stores, Ladies' Wear or Men's Furnishing Stores. It is a space Saver, a Selling Salesman and an Efficient System for handling merchandise.

Built in Units, can be added to, rearranged or relocated at any time. A Unit specially arranged for every line of merchandise.

Make 1917 a Banner Year. Use equipment that sells goods, gives quick service, eliminates waste space and attracts new customers.

The New Interchangeable Unit will do this.

THE illustration shows a stack of Units for a Glove section, consisting of a stock cornice, a combined display and drawer section, a glass-fronted drawer section, a wood-front drawer section for reserve stock, and a stock base.

Complete, this forms a Wall Case four feet long, providing for display, forward and reserve stock, a sample of every color and style shown behind glass.

Being installed in Dry Goods and Men's Wear Stores all over Canada.

Write for particulars and names of stores that are using The Interchangeable Unit.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

SPECIAL SUGGESTIONS FOR SPRING OPENING

Fireproof Fabric Decorations
Manufactured by
ABBOTT BROTHERS
76 Bay Street - Toronto, Ont.

No. 339 Clematis Branch, 42" x 23" in Pink, $5.50 per doz. $44.00 per gross.

No. 340 Apple Blossom Vine, 36" in White, Pink, $5.50 per doz. $44.00 per gross.

No. 342 Vine, 42", in Green, $2.00 per doz. $22.50 per gross.

No. 343 Double Branched Foliage 7 ft., Green, or special colors for large quantities, $5.25 per doz. $60.00 per gross.

No. 344 Narcissus Table Spray, White and Gold, $3.50 per doz. $40.00 per gross.

No. 274 Passion Flower, 36", in White, Pink, Gold and Purple, $6.25 per doz. $72.00 per gross.

Special colors can be dyed for quantities of not less than 6 dozen of a pattern. No orders taken for less than one dozen.

Terms: Net Cash with order plus twenty cents for carton, for orders under $10.00. Over $10.00, 2 per cent., 10 days. Net 30 days.



Kindly order early to avoid delay in delivery. **ABBOTT BROS., 76 Bay Street, Toronto, Ont.**

37 Years Making Display Fixtures

ONKEN YOUNITS INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

NO MATTER WHAT BUSINESS YOU ARE IN

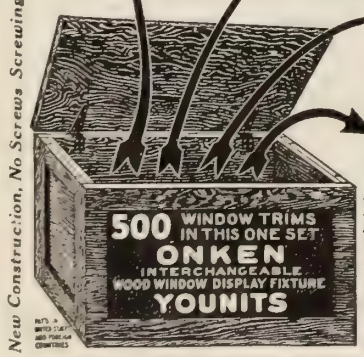
We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

New Construction, No Screws Screwing into Wood.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?



Here are some of the different Show Window Sets we make.

Set for Dry Goods.. Windows
Set for General Store Windows
Set for Furnishing.. Windows
Set for Clothing.... Windows
Set for Shoe..... Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

Stock carried in Hamilton, Ont., England and Australia.

The Oscar Onken Co. *384 4th St.* ***Cincinnati, O.*** *U.S.A.*

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

Get the Latest New Forms

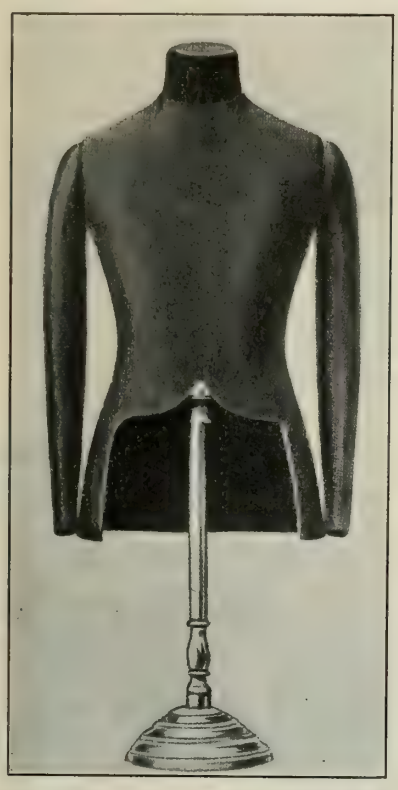
Skirt Form →

Velvet band top, weighted feet. Stands firm.



57-F—Skirt Form, $10.00.

New Dress Form 42FS With Enameled Bust



5F—Men's Coat Form with Arms, $7.50. Without Arms, $6.00. Black Base, $1.50.

Effective, new, wide and long skirt. Feet for shoes and stockings. No brace.

Men's Coat Form With ← Arms

Shaped for close-fitting coats.

All these forms are duplicates of the latest New York styles, are dignified, absolutely correct in measurements, adjustable, etc.

Prices are good to March 1st. Order now and get your share of the big business. Ask for full list of these forms to properly display your new spring goods.



42-FS—New Dress Form, $14.00.

A. S. RICHARDSON & CO., 99-101 ONTARIO ST. TORONTO, ONT.

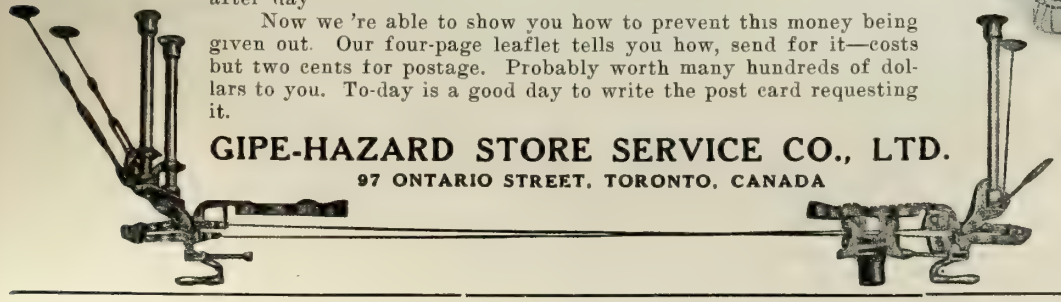
Gipe-Hazard Service—

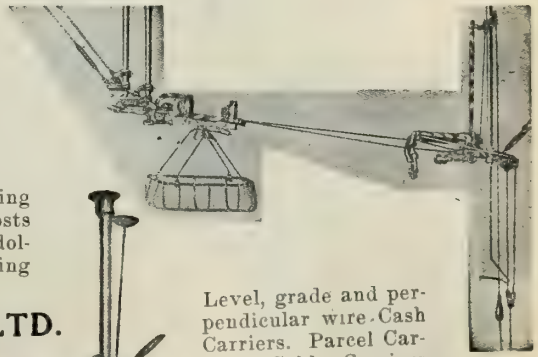
Doesn't it gall you to think that your good money is often given away, unintentionally, though it may be, by those who make change in your store? A dime here, a quarter there, and a dollar bill every now and then—thus your money cheerfully given away—and the mistakes go on and on day after day

Now we 're able to show you how to prevent this money being given out. Our four-page leaflet tells you how, send for it—costs but two cents for postage. Probably worth many hundreds of dollars to you. To-day is a good day to write the post card requesting it.

GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA





Level, grade and perpendicular wire-Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes

"CLIMAX"
The Steel "Fireproof" Baler



WASTE that brings more *Profit* than the goods you sell

No! that's no "bull"- actual fact. A saving of only 10c a day pays an annual dividend of over 100 per cent. on a No. 1

ALL STEEL CLIMAX FIREPROOF

BALING PRESS

Owing to the scarcity of rags, pulp paper and other raw material, dealers are paying high prices for baled waste paper wherever they can find it; and it takes mighty little waste paper, straw, excelsior, etc., to bring you 250 per cent. to 500 per cent. every year right in your own store without reinvesting your capital. Do you sell any goods or have you anything else in your place that can duplicate the return?

Keep Down Your Insurance Rates

The "FIREPROOF" qualities of the steel CLIMAX should have the utmost consideration. It keeps down your insurance rates. Wooden balers don't give you this most important protection and advantages. Besides, a steel baler will outlast many wooden balers.

Let us send you full particulars.

Our Service Department will put you in touch with dealers who pay the highest prices.

Climax Baler Company
Hamilton, Ontario



Write for samples of

S. P. B. Bags
and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags

Your Waste Paper Is Worth Dollars to You



Save those dollars, time and inconvenience by installing the

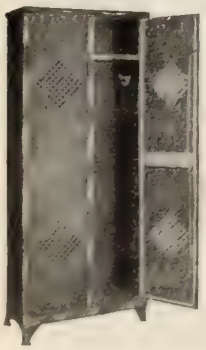
JEWEL PAPER BALER

The first cost is the last cost. your waste becomes a continuous source of revenue and the baler a permanent convenience.

A card will bring all particulars re baler and your best market.

General Sales Co.
Stair Building, Toronto

Lockers that are made of wood



are most unsanitary and an additional fuel in case of fire

Our metal lockers are highly sanitary and made on strictly hygienic principles.

They will not burn, and they occupy but a small space. They are light and airy, and each has a different lock.

These lockers are a great benefit to places where a number of people are employed. They prevent contact of one person's clothing with another's, thus avoiding possible contagion.

We manufacture Steel Shelving for all purposes. Inquiries solicited. Write for Catalogue.

Canada Wire and Iron Goods Co.
HAMILTON - ONTARIO

EVERY month in MacLean's Magazine, and nowhere else will you find the best work of the best Canadian writers.

In MacLean's Magazine, and in no other Canadian publication will you find a synopsis of the best work of the world's best writers every month.

It is different from any other magazine.

Sample on request.

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Canada

Increase Your 1917 Sales

By Improving Your Store Front

Attractive store fronts are the first intimation that purchasers have of the smartness and up-to-dateness of your store and service. The outside appearance of a store is a safe indication of what to expect inside. **An Easyset** metal store front will improve the appearance of your store and increase your business.

EASYSET SYSTEM

Metal store fronts have proven their claim as business pullers. These Made-in-Canada "Ready to Set Up" store fronts can be had for every line of business.

Make a bid for big business during 1917 by installing an **Easyset** front.

Ask for full particulars and catalogue "G."

H. J. St. Clair Co.
Limited

27 Toronto Arcade
Toronto, - Canada



In this new front Ross Bros., of Whitby, have an exceedingly creditable entrance, giving a character of brightness and showing up the goods in their windows in a far superior manner to what was possible with the old front. This store now looks one of the outstanding features of the business section. The transom is of art glass and the bulkheads are of marble. The front is an "Easyset" system, installed by us.

The Walker Bin & Store Fixture Company, Limited, of Kitchener, Ont.

MANUFACTURERS AND DESIGNERS OF MODERN STORE FIXTURES

Prepare for Bigger Business



Keep ahead of the other fellow



OUR NEW FACTORY AT

364-370 Richmond Street West

Growing business forced us out of our old stand on Temperance Street, we had to have more room; now we have the space, the latest equipment, staff, everything to give you quick, prompt, perfect service.

We are leaders in Display Fixtures of the better grade and the latest designs.

WRITE FOR CATALOGUE.

TORONTO BRASS MANUFACTURING CO.

364-370 RICHMOND STREET WEST, TORONTO, ONT.

ADLER JONES SERVICE

For information regarding significance of this seal write Service Department.

We are manufacturers or—

Artificial Flowers, Decoratives, Scenic Backgrounds, Flooring, Papier-Mache Novelties, and everything to make your Windows and Interiors attractive.



Our Twenty-Page Booklet, done in colors, will be ready Jan. 20th. Write for your copy of it. It is free.

The Adler-Jones Co.

33 So. Market St.

CHICAGO, ILL.

Our Canadian Traveler, Mr. J. R. Simpson, is now on the Road with our 1917 Spring Line.

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.

143-153 University Ave.

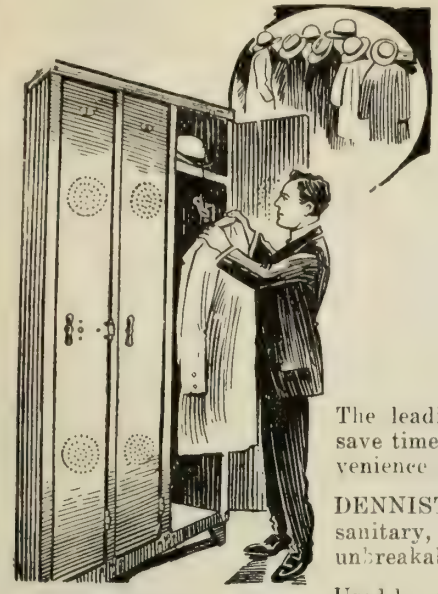
TORONTO, ONT.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.



FOR SAVING time, space and money, for reducing fire risks, promoting neatness and the comfort of employees, successful stores use

DENNISTEEL
Wardrobe Lockers

The leading departmental stores use DENNISTEEL Lockers, because they save time and prevent arguments, stop petty thieving, are an appreciated convenience to the help.

DENNISTEEL Lockers are the leading Made-in-Canada line. They are strictly sanitary, of good appearance, up-to-date, unbreakable, thief-proof and fire-proof.

Used by railways and the greatest houses in Canada.

Let us send interesting reading matter.



As installed for The T. Eaton Co., Limited

The Dennis Wire & Iron Works Co., Ltd.

LONDON :: :: CANADA

Wax Figures and Display Forms

For the highest class Wax Figures made in Canada, the most up-to-date Display Forms, or anything in Metal or Wood Display Fixtures, Cloak Racks and Garment Hangers, be sure you see the lines made by the



DALE WAX FIGURE CO., Limited

106 Front Street East,

TORONTO

Canada's Leading Display Fixture House

Montreal Show Rooms: 144 Bleury Street

Our 1917 Models for the Manufacturer are now complete.

FORMS FOR WHITEWEAR SALES

You will be needing articles of this sort for your Spring sales. We have them in all styles and prices.

Very effective for displaying light-weight Fabric Gowns.

We have just issued from the press a beautiful illustrated folder containing full information with reference to latest dress and waist forms, etc.

Sent on request.

We repair broken or soiled wax figures, making them like new.



DELFOSSE & COMPANY

Sole Eastern Canada manufacturers of Display Fixtures, Bust Forms, Wax Figures, etc.

Cor. Craig and Hermine Streets - Montreal

Branch: 63 St. Joseph, Quebec



No. 116



X.I.



No. 265 C



No. 1075 A.P.

The merchant who is equipped for big business will get it, and goods properly displayed makes easy selling.

Clatworthy products the last word in up-to-date and practical fixtures.

Now is the time to prepare for your Spring displays and they will look best on our new high class fixtures and forms.

Worthy of special mention are the washable enamel forms that won't crack.

Call and see us when in the city.



No. 1566

CLATWORTHY & SON, LIMITED

"The Largest Manufacturers of Display Fixtures in Canada"

161 KING STREET WEST

ESTABLISHED 1896 **TORONTO** INCORPORATED 1908

TEXTILE IMPORTS FROM BRITAIN AND THE U.S.

According to Last Census Returns We Imported Twice as Much Cotton From U.S. — In Woolens We Get Two and a Half Times From Great Britain—Close Race for Gains in Silks—Big Shift in a Few Months.

THE restrictions imposed by war conditions on the imports of textiles from Great Britain are illustrated in a statistical manner in the Customs returns for the past fiscal year in a rather more complete manner than by even the many evidences afforded by the shelves of the merchants. In cotton goods, as might be expected, the consequences of the war were felt most in trade returns, the imports from the States being $10,357,000, compared with $6,953,000 in 1915. From the United Kingdom only $10,723,000 came out, compared with $12,572,000 in 1915 and $17,465,000 in 1914. The total exports were $22,218,999, as compared with $20,865,165 in 1915 and $27,848,873 in 1914.

How They Compare in Cottons

Coming down to a percentage basis, it is seen that the percentage contributed by these two countries of our total imports was as follows:

	United Kingdom	United States
1914	62.71	28.16
1915	60.25	33.32
1916	48.26	46.61

Percentages in Woolens

In woolen goods the percentages of each run:

	United Kingdom	United States
1914	98.75	.33
1915	60.33	13.93
1916	76.66	22.82

Percentages in Silks

Placing side by side the figures for silks, the percentages are:

	United Kingdom	United States
1914	37.41	16.51
1915	22.74	20.83
1916	23.21	30.98

Chief Exports of Cottons

Among the principal exports of cotton goods into Canada during the past year were:

	From U.K.	From U.S.
Blouses and shirt waists	$ 7,238	$ 167,828
Shirts	46,770	309,406
Socks and stockings	158,764	638,497
Undershirts and drawers	8,134	101,755
Other clothing of cotton	355,795	1,316,822
Embroideries	165,345	214,486
Cotton belting	139,830	108,360
Duck over 8 oz. to sq. yd.	48,416	490,299
Grey cotton, unbleached	290,896	316,431
Printed, dyed, or colored	3,165,693	3,189,101
Toweling in the web	274,157	26,292
Velvets, velveteens, and plush	1,040,858	209,149
White or bleached cottons	1,475,962	967,307
Handkerchiefs	544,228	21,004
Lace, white and cream	638,636	55,749
Sheets, bed quilts, pillow-cases, etc.	525,630	66,867
Thread	579,682	339,220
Towels	257,695	139,047
Cotton yarn	628,562	555,200
Other cotton goods	142,720	631,024

In woolens the gain of the United States was not nearly as great, and in 1915-16 Great Britain gained 13.33 on her 1915 per cent. of Canada's total. Up to 1915 there were scarcely any woolens imported from the United States, the higher duty being only one of the reasons.

While in cottons the two countries are nearly equal at present, in woolens Great Britain's exports still are between three and four times as much, the figures for the past year being $17,150,000, compared with $5,106,211. For the three years they run:

	United Kingdom	United States
1914	$25,164,052	$ 931,741
1915	12,753,000	2,944,489
1916	17,150,000	5,106,211

Coming down to details, the chief woolen imports were:

	From U.K.	From U.S.
Carpets and rugs	$ 921,913	$ 68,126
Knitted goods	214,675	96,020
Outside garments for women and children	161,617	705,305
Socks and stockings	740,687	225,777
Undershirts and drawers	158,789	37,645
Other clothing of wool	390,240	430,309
Cashmeres, cloths and doeskins	1,130,899	307,694
Coatings and overcoatings	855,006	90,428
Dress goods, etc.	800,643	19,219
Flannels, plain	122,184	86,956
Italian linings, lustres, mohairs, and alpacas	752,869	12,651
Tweeds	891,354	55,947
Other fabrics of wool, n.o.p.	5,809,690	1,945,152

In silks the goods drawn from the United States now surpass in value those supplied by Great Britain, as shown by:

	United Kingdom	United States
1914	$3,509,384	$1,545,086
1915	2,562,157	1,695,488
1916	1,959,269	2,892,732

France, Switzerland and Japan are, of course, the countries from which 50 per cent. of our silk is received, and more than that before the war. The total imports of silk for the three years were $8,424,460 the past year; $7,824,878 the year before, and $9,353,921 in 1913-14.

Our Imports of Silks

Among the chief exports this last year from Great Britain and the States were:

	From U.K.	From U.S.
Socks and stockings	11,429	218,857
Blouses and waists	$ 15,910	$ 139,354
Other clothing, n.o.p.	127,447	496,745
Velvets and plush, n.o.p.	116,725	59,572
Other fabrics, n.o.p.	1,542,783	1,400,290

Just as these returns were completed a Government report was issued, covering the twelve months ending July 31. This shows that the heavy increases that marked the imports of the last fiscal year are continuing. These run as follows for the three textiles:

	1915	1916
Cottons	$27,054,663	$40,470,513
Woolens	24,519,086	38,883,768
Silks	7,552,892	10,708,811

As to the two chief countries of our imports, the United States has now far surpassed Great Britain, these latest figures for 1915-16 showing nearly double for the United States compared with Great Britain:

	Fiscal Year	12 mos. Ending July 31 (later).
From United Kingdom	$10,723,000	$13,075,604
From United States	10,357,000	26,016,087

Thus, where in the fiscal year the United Kingdom was still ahead, now it is sending only half that the States are.

In woolens the fiscal year report showed Great Britain leading by 17 to 5. The year ending July 31 shows the States gaining, though not nearly as rapidly, of course, as it did in cottons; now it is about 30 per cent. of the total, where earlier it was only about 22 per cent.

	12 mos. Ending Mar. 31.	12 mos. Ending July 31.
United Kingdom	$17,150,000	$26,023,317
United States	5,106,211	10,444,190

Coming to silks, Great Britain is now holding its own, the exports from the United States increasing from 31 per cent. of the total to 33 per cent., and Great Britain's going up from 23 to 25 per cent. The comparisons are:

	Year-ending Mar. 31	Year ending July 31.
United Kingdom	$1,959,269	$2,668,381
United States	2,894,732	3,354,348

CREDIT MEN'S MANAGER ENDORSES DRY GOODS REVIEW ON INVENTORY SUPPORT ALSO FOR FIRE WARNING

IN a letter to the Editor of DRY GOODS REVIEW, Mr. Henry Detchon, the General Manager of the Canadian Credit Men's Association says:

"Value of Goods for Inventory Purposes—I duly received your favor with regard to the above matter.

"The true basis upon which inventory should be taken is undoubtedly the cost of the goods plus freight.

"A man has not made his profit until he has actually sold the goods.

"It would be absurd to take any other stand.

"Suppose a man bought goods as you suggest, at $2.25 and the goods were now worth $3.50. By merely closing up his store and doing no business at all would he have actually made $1.25?

"In addition, any goods that have deteriorated in value must be reduced to the value to which they have deteriorated.

"These are well known principles of accountancy and have been laid down by the Chartered Accountants' Associations all over the world.

Insurance a Difficult Matter.

"When a fire occurs it is human nature for the policy holder to endeavor to obtain as much as he possibly can from the insurance company, and it is the object of the insurance companies to settle on the most satisfactory basis from the companies' standpoint.

"This may not appear as a very high standard of ethics, but it is our experience and we have handled a great many fire adjustments."

Mr. Detchon goes on to point out that in normal times it is the custom of the adjusters to replace the loss on the last inventory, "adding the goods purchased AT COST, deducting from same the sales less a reasonable amount for profit," which may not be reasonable from the stand point of the assured.

"Just at this time when prices are at their highest it would be an excellent thing if you would get an absolute ruling with regard to the basis of adjustment of fire losses."

Merchant Protected At Higher Valuation.

This has already been done by the REVIEW, and some of the leading adjusters in Canada declared that the merchant would be protected in a fire by compensation which would include the increased value of the goods in the open market between the time of purchase and the fire.

It will be of interest to add that the Secretary of the Wholesale Dry Goods Association of the United States a week or two after the REVIEW'S warning to merchants to be sure to increase the policy on their stock when governed by the 80 per cent. co-insurance clause so that this will amount to 80 per cent. of the increased value, issued a letter to the members in the United States giving an illustration practically identical with that in DRY GOODS REVIEW. This support from such a source will serve to impress this important matter on the trade in Canada.

How Co-Insurance Loss Works Out.

He thus illustrates the actual loss on merchandise owing to a failure to appreciate the fact that the fire companies expect merchants to cover the increased value of goods in stock:

EXAMPLE.

A stock of merchandise inventories at actual cost price.	$100,000.00
And is insured under 80% Co-insurance clause at	80,000.00
And market value increases to	140,000.00
And amount of insurance is not increased and a loss occurs amounting to	20,000.00
The assured should have increased his insurance to 80% of the increased valuation, $140,000, which 80% is....	112,000.00
Therefore having failed to do this he receives 80 112 of his claim of $20,000, or	14,285.71
Incurring a loss of	5,714.29

"In view of the foregoing," he adds, "it will be the part of wisdom to watch insurance protection closely so that the amount of insurance carried affords protection to the stock at its cash value, which is the cost of replacement with like merchandise at the time of loss. Those who do not increase the amount of fire insurance in keeping with the increasing values are liable to be compelled to bear a portion of any fire loss at the time of an adjustment of claim under insurance policies containing the co-insurance clause."

SOME TORONTO PLANS

Big Advances on Goods for Spring Selling—Mail Order Prices Determine Many of Store's Quotations.

	1914	1916	1917
English Sheeting	35	40	50
Apron Ginghams	12½	15	19

AN investigation of Toronto prices of dry goods proved these the most variable proposition of all, not only as between the department stores and some of the smaller store, the latter themselves, and in many cases the department stores taken by themselves.

It will be recognized that the prices in the department stores are controlled, in the main, by the prices in the Mail Order catalogues, although, while the latter are unchangeable while the catalogue's season lasts, the prices in departments are allowed to advance often on a rising market.

Montreal stores are little troubled by comparisons with their own Mail Order catalogues and this is probably one of the main reasons why these stores' prices are higher in many instances than those of Toronto department stores.

The policy of keeping prices down, as far as possible, to increase the turnover, has been carried to a point in Toronto that has not been reached possibly in any other city in America. As one buyer put it, "We would rather sell $100,000 worth in our department at a gross profit of 40 per cent., or even less, than $50,000 at a profit of 50 per cent. In the one case, with little higher expense, we make a gross profit of $35,000 to $40,000, compared with $25,000 the other way.

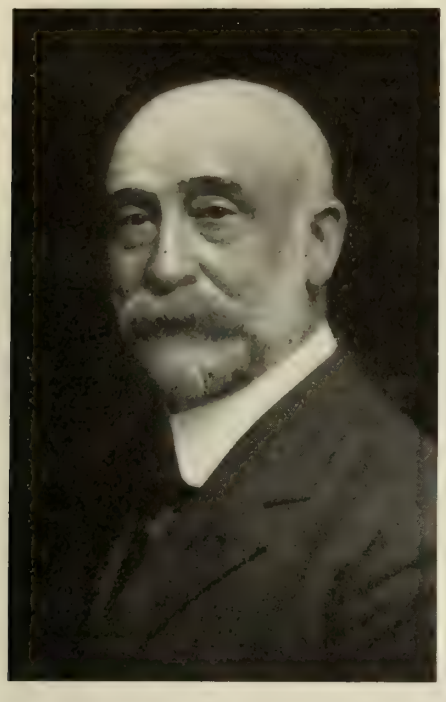
The rapidly increasing turnovers of the big Toronto stores have kept the Cost of Doing Business, THE REVIEW was informed on credible authority, within 20 per cent. and the average salary cost well within 5 per cent.

But, for all the low prices in many lines, these stores are planning to make heavy advances for Spring, as compared with this past year, and 1914. The two instances given at the beginning of this article will illustrate this.

OF A PERSONAL NATURE

DEATH OF WHOLESALE MERCHANT.

Mr. R. A. Nisbet of the firm of Nisbet & Auld, wholesale woollens, 34 Wellington street, West, Toronto, died early in January, at his home in Thornhill, a few miles north of Toronto. He had been ill about a week from pneumonia. Some months ago he was badly hurt when his motor was struck by a Metropolitan car.



The late Mr. Nisbet who was known all over Canada, was born in Scotland sixty-one years ago. About forty-five years ago he came to Canada, settling in St. Thomas. Twenty-five years ago he came to Toronto and started in at the woollen business. He was a member of the Thornhill Prebyterian Church, of the National Club, the Royal Canadian Yacht Club and of the Board of Trade.

He is survived by his widow, one son, Walter, barrister, of Cranbrook, B.C., and one daughter, Mrs. Percy A. Vale, 53 Dunvegan road, city, as well as by seven grandchildren.

DOING HIS BIT FOR THE EMPIRE

H. S. Bowden, dry goods merchant of Pembroke, Ont., received word that his son was seriously ill. In a note to DRY GOODS REVIEW Mr. Bowden says: "My boy is doing his bit for the Empire in the Imperial service and I am glad to say he is better, but far from well."

MR. A. T. REID A BANK DIRECTOR

The election of Mr. A. T. Reid, of the A. T. Reid Company, Limited, Toronto, to the board of directors of the Dominion Bank has been announced. Mr. Reid, who is a native of London, Ont., but who received an early business training in New York, has been the head of a successful mercantile business in Toronto for the past sixteen years. He is well known in commercial circles in Toronto, having served at different times on the councils of the board of trade and Canadian Manufacturers' Association.

J. E. Little, general merchant, Gilroy, Sask., has sold out to D. E. Campbell. Mr. Campbell has also bought the business of Fanny E. Carroll, Spy Hill.

MR. HERBERT TAIT CANADIAN AGENT

Mr. Herbert D. Tait for a number of years manager of the carpet department of W. R. Brock Co., Montreal, has been appointed agent for Canada of Cook Sons & Co., Ltd., London, Eng., carpet manufacturers succeeding the late James Creighton, who represented them in Canada for some years. Mr. Tait will make his headquarters in Montreal, with offices and sample room in the Read Bldg. He will be succeeded in the Brock Co. by H. W. Smith, for a number of years associated with Mr. Tait.

SALES MANAGER FOR "NIAGARA MAID"

Harry J. Winsten has resigned as advertising manager of the Chicago Kenosha Hosiery Company to become advertising and sales manager of the Niagara Silk Mills at North Tonawanda, N.Y., which has a branch factory at Brantford. Mr. Winsten has been associated with the Wisconsin Company for five years.

MR. BARROWCLOUGH MOVES TO VICTORIA

The many friends of Mr. W. Barrowclough, who became well and favorably known in the trade from his connection as secretary-treasurer of the Harvey Knitting Co., of Woodstock, will be interested in learning that he has moved to Victoria, B.C., on account of his health and has taken out a partnership with Cumming & Co., men's wear dealers. The best wishes of DRY GOODS REVIEW are extended to Mr. Barrowclough.

PREPARATORY SHEET

Dept. ..... *Section No.* .....

Clerk ..... *Sheet No.* .....

Jan. 15, 19..... *Location* .....

Quantity	Article	Selling Price	Cost in Characters	Cost in Figures

Form of preparatory sheet used in Inventory by Stanley Mills & Co.

DYE SUPPLIES IMPROVING

DYE troubles do not enter into men's wear for Fall, 1917, as much as into women's. It is true that the navy blues are not guaranteed and khaki is hard to get now, but there are the greys and a fair maroon, among the leaders.

A hosiery manufacturer, discussing dyes with DRY GOODS REVIEW, stated that so far as black sulphur dyes were concerned the supply was a trifle better and the prices were improving. He is a shareholder in the big British organization, Dyers Limited, and is getting more from them and also from the States. The bright colors are, however, very scarce.

AMERICAN TEXTILE CARD FOR FALL

The American Textile Card Association announce that their Fall Card will be ready Feb. 14. Copies may be had from DRY GOODS REVIEW for $1.25 each.

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Second Wednesday in each Month. Advertising Forms close First Wednesday

Vol. XXIX TORONTO, JANUARY, 1917 No. 1

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JULIAN SALE

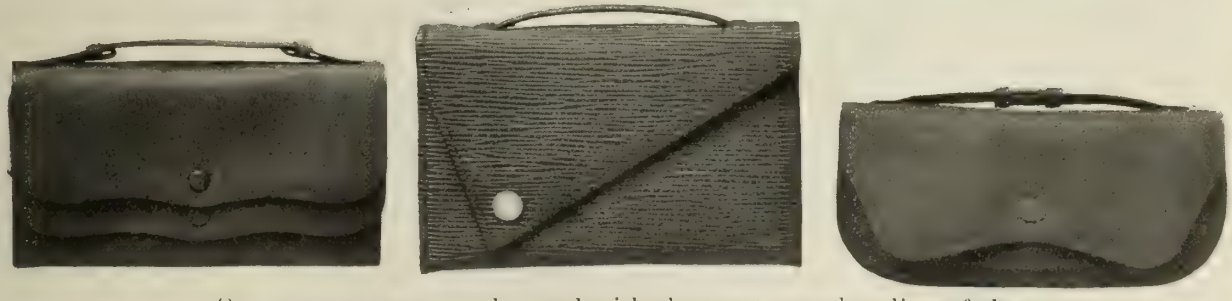
THE NEW LEATHER BAGS



THE NEW SILK BAGS



THE NEW STRAP-HANDLE PURSES



Our men are now on the road with the most complete line of the above we have ever shown. You will do well, Mr. Buyer, to place your orders early, to ensure prompt delivery.

The Julian Sale Leather Goods Co., Limited

Toronto

Wholesale and Factory: 600 King St. West **Retail Department: 105 King St. West**

BUYERS' GUIDE

What have you to offer in the line of of Merchandise for Spot Cash?

DOMINION AUCTION HOUSE
"AUCTIONEERS TO THE TRADE"
20-22 WELLINGTON ST. W.
TORONTO, ONT.

Mending Wool
of all kinds. For jobbers only.
Manufactured under customers' private brands.
Guelph Mending Yarn Supplies
Guelph Ontario

NOVELTY PAPERS
For Window and Interior Decoration
Changeable Insert Screens, Pedestals, Flower Boxes etc, Lattice. Blocks, Strips, Onyx, Silko and Velour.
Send for samples. Dept. X
DOTY & SCRIMGEOUR SALES CO., Inc.
74 Duane Street New York City

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

Condensed Advertisements

AGENTS WANTED

WANTED—AN AGENT WITH A KNOWledge of the Furnishing Trade, "to sell Lace and Madras Curtains and Nets for a firm of British Manufacturers." Address "Lace." Wm. Porteous & Co., Glasgow.

LINENS—AFTER WAR, IRISH MANUfacturer requires agents principal American centres. Specialties—tailoring goods, crash, dress linen, tarpaulin canvas. Apply Box 52, Dry Goods Review, 88 Fleet Street, London, England.

DO YOU COVER YOUR TERRITORY frequently? Such men are wanted to sell retail stores line of novelty coatings and dress goods. Liberal commissions. Small, easy-to-carry sample book. Knowledge of fabrics not necessary. Character and ability are essential. Correspondence confidential. French & Ward Woolen Mills, 79 Worth St., New York.

MISCELLANEOUS

CANADIAN DRY GOODS FIRMS DEsiring to advertise in the best European commercial and trade papers should apply for estimates to Neyroud's International Advertising Agency, 148 Cheapside, London, England. Established 1879.

NOVELTIES AND NOTIONS IN LADIES Dress and Haberdashery wanted, on Royalty or purchase. Good paying lines only considered, and those of packet or card variety preferred. British Patents taken out if necessary. Write 777 Sells Advertising Offices, Fleet Str., London.

SITUATIONS VACANT

WANTED—BY A CAPABLE YOUNG business man having over ten years' experience in the dry goods business, a position as traveller. Open for engagement at once. Box 310, Dry Goods Review.

WANTED - THOROUGHLY CAPAPLE dry goods, boots and shoes and men's furnishing clerk to take charge of department, and who can do his own buying. This is a large department store at Trochu, Alta. One who can speak German preferred, as there is a large foreign population to cater to. Wages $100.00 per month to right man. Duties to commence at once. Excellent chance here for energetic man. Address Trochu Valley General Store, Trochu, Alta.

BUSINESS CHANCES

WANTED TO HEAR FROM OWNER of good store for sale. Northwestern Business Agency, Minneapolis, Minn.

HINTS TO BUYERS

FUNSTEN BROS. SALE, JANUARY 29.

The next sale of furs in St. Louis, conducted by Funsten Bros., will be held on Jan. 29, and days following. The last sale especially attracted a very large number of buyers and made a big noise in the fur world. Shipments for this sale must be in by Jan. 15.

NEW SALESROOMS, F. U. STEARNS & COMPANY

F. U. Stearns & Company, selling agents for the Renfrew Mfg. Co., Hansahoe Mfg. Co., and Brancord Mfg. Co., will be located in their new salesrooms, No. 9 Thomas street, New York, after December 15, occupying the second and Third floors of this building. The second floor will be devoted entirely to the display of novelty cotton dress fabrics for the jobbing and cutting up trade. The third floor will be used for the general and executive offices.

MAKING FLOWERS AND FOLIAGE IN NEW YORK.

Gerstenzang Bros., Manufacturers of flowers and foliage are now in their new premises No. 670-674 Broadway, corner of Bond Street, New York, occupying the entire building as previously stated.

Gerstenzang Bros. consisting of Abraham and Louis Gerstenzang, began business in 1900, occupying a small space at 55 Bond Street for which they paid but $10.00 per month rent, subsequently moving to larger quarters at 24 E. 4th Street. This place soon proved too small for such an energetic firm, and they again moved to 542-544 West Broadway, increasing their business there, to such proportions, that they were soon able to purchase the building. The removal to Broadway and Bond Street is their third move. This building gives them 75,000 square of space. The premises have been fitted up in a most substantial manner.

THEIR FIRST CONVENTION.

With a force of some forty salesmen from all parts of Canada, and the firm's heads and executives in attendance, Messrs. Belding, Paul, Corticelli Ltd., Silk Manufacturers, Montreal held their first Annual Salesmen's Convention during the opening week of 1917. The gathering centred at the Place Viger Hotel, where a dinner was held on Tuesday Jan. 2. Present on that occasion were Mr. A. O. Dawson, president of the Company, and Mr. William McMaster, Mr. J. M. Mackie and William Hanson, directors. On Wednesday evening a moving picture demonstration of the silk making industry was screened for the convention at the Place Viger Hotel, and on Thursday night the party left in specially reserved cars on the train for Coaticook where Friday was spent in an inspection of the processes of production of silk and ribbons at the Belding Paul Corticelli factory there. Incidentally there was on exhibition during the week in the windows of the Dominion Express Building St. James Street, Montreal, a splendid exhibit of Canadian industry in silk manufacture as exemplified by

PANAMA HATS

¶ We beg to announce to the Canadian Trade that we have opened and are operating a fully equipped modern Panama plant for the blocking and finishing of Ladies' and Men's Panamas and Body Hats.

¶ We are showing a select line of shapes that will interest your best Trade.

¶ To large buyers of Panamas we offer an exceptional proposition, giving you the very latest styles at prices that give you liberal profits.

¶ Be sure to see our samples before purchasing Panamas for your Summer Trade.

BUY PANAMAS MADE IN CANADA AND SAVE DUTY.

Canadian Panama Hat Company, Limited
345-347-349 Adelaide Street W. : Toronto

Spring Millinery Announcement

OUR FIRST CATALOG OF THE SEASON READY FOR DISTRIBUTION
JANUARY 15, 1917

This CATALOG contains ADVANCE IDEAS for the practical, up-to-the-minute Milliner or Dealer handling Millinery; CORRECT, DEPENDABLE STYLES in Trimmed Headgear; WONDERFUL VALUES in Staples and Fancy Merchandise, at prices that are always the LOWEST!

Send for our FREE CATALOG No. 161 and CONVINCE yourself that our prices save you "MONEY"—**duty considered.**

The "FAMOUS STONEHILL PATTERN HATS" — of which we are the originators—EXCEL ALL OTHERS. They are made to retail at the POPULAR PRICES of $5.00, $7.50 and $10.00.

Our ADVERTISING MATTER sent ONLY to Milliners or Dealers! WE DO NOT SELL TO THE CONSUMER!

We are the LARGEST IMPORTERS, MANUFACTURERS and JOBBERS of MILLINERY (selling through the medium of our ADVERTISING MATTER) in the World.

CHICAGO MERCANTILE COMPANY
159-61-3-5-9-71 N. Michigan Avenue - CHICAGO ILL.

the Belding Paul Corticelli Company. Silk was shown in all stages from the raw silk in matting bales as it comes from the Orient to the finished product. One bale of raw silk worth $2,500 was shown as one day's supply of one of the Belding Paul Co's. factories. Silk cocoons were shown, and ribbons coming from the loom which was set up in the window with the "Allied Ribbon" in process of manufacture. The exhibit was commented upon by many leading business men of Montreal, and school teachers made application for silk samples to carry the object lesson to their classes.

RAPID GROWTH OF HAMPTON MFG. CO.

Seven years have witnessed an unusual growth in a ready-to-wear firm, the Hampton Manufacturing Co. of Montreal. In 1909 they began making shirt waists in a portion of one small floor. Their popular middy blouses forced them to use two floors, one for these and sport coats, the other for lingeries, and silk models. Business in wash suits and types of sport shirts have driven them to enlarge once more and now their new home occupies an entire city block. It is an ideal factory building, and an object of great pride to the firm. Made of rough finished terra-cotta brick, practically the entire building is covered with a beautiful creeping vine and numbers of sturdy young trees, planted in a fenced-in lawn, surrounding the building completes a very pretty picture. Floods of light from all four sides pour into an all white interior, and with an abundance of good air from the slopes of Mount Royal makes the factory one of the cleanest and brightest in the trade.

FELSEN CO. REORGANIZED

An old firm with a new name is the Felsen Co., Read Building, Montreal, who have long been known under the name of Felsen, Brennan Co., also Boats, Felsen Co., as manufacturers of high-class ladies' suits and coats. The new firm has been reorganized with Morris Felsen, president; A. Blauer, vice-president, and Milton Felsen, secretary-treasurer, the latter coming to Montreal from their New York office. Mr. Blauer, who has been with the old firm as designer for a number of years, and whose merit is known to buyers of high-class coats and suits throughout Canada, voluntarily joined the new incorporation. The company have retained the services of their old sales staff, who have been with them for a number of years. Frank Holestead still represents the West and has been with the company 14 years; George Mason, their Ontario representative, with a 17-year record; and John McDonald, with 11 successful years to his record, still covers the good old Maritime Provinces.

GREENSHIELDS' NEW OFFICES IN WINNIPEG

Greenshields', Ltd., have recently made considerable improvements to their offices and sample rooms in Winnipeg. The formerly occupied rather cramped quarters on the second floor of the Ryan Commercial Building, but have now taken the whole of the ground floor, with main entrance on King street. The location is a very favorable one for their customers, being at the corner of King and Bannatyne streets, in the centre of the wholesale district. To look after their growing business, it has been necessary for them to increase their Western staff. They have also added a traveler in Winnipeg, and now have a permanent set of samples at the above address, which are representative of the stock carried in Montreal. Both G. M. Newton, Western manager, and E. C. Messervey, the sales manager, make their headquarters here. Mr. Messervey was formerly manager for Stobarts, Ltd., Winnipeg.

"Sportoplin"

JUST off the looms is one of those splendidly beautiful fabrics that wins instantly the enthusiastic approval of the master designer.

In its remarkable colorings, both solid shades and a wealth of varied designs, Sportoplin lends itself admirably to many artistic combinations—a vital essential on a popular fabric. Particularly is it adaptable to sport apparel of all kinds.

Representative manufacturers are showing sport models developed in the season's two popular materials, "Sportussah" and "Sportoplin."

Ask to See Them!

REILING & SCHOEN
260 FOURTH AVE., NEW YORK



"Where to Buy" Directory

This is a classified directory of lines handled by the advertisers in this issue. We cannot accept responsibility for correct listing where information was not supplied by the advertiser. Put this number aside for further reference. It will be found useful indeed to the buyers and department heads of the store. For further information look up advertisements in this issue.

ARTIFICIAL TABLE FLOWERS
Abbott Bros., Toronto.

ART SILK BRAIDS
Moulton Mfg. Co., Montreal.

ART NOVELTY CURTAINS
Daly & Morin, Montreal.

ART EMBROIDERIES
American Embroidery Co., Montreal.

AUTOMOBILE OVERALLS
Hamilton Carhartt Cotton Mills, Ltd.

AUCTIONEERS TO THE TRADE
Dominion Auction House, Toronto.

AUTOMOBILE DUSTERS
J. A. Haugh Mfg. Co, Toronto.

AUTOMOBILE GAUNTLETS
Dent, Allcroft & Co., Montreal.
R. G. Long & Co., Toronto.

AUTOMOBILE COATS
C. Kenyon Co., Brooklyn, N.Y.
National Rubber Co.

APRONS, FANCY
Flett, Lowndes & Co., Toronto.
Phoenix Novelry Co., Toronto.

ART NEEDLEWORK MATERIALS
Campbell, Metzger & Jacobson.

ARM BANDS
Brophey Suspender Co., Toronto.

BABIES' COATS
Jas. Richardson Co., Toronto.

BABY BANDS
Parisian Corset Co., Quebec.

BELTS, LEATHER
Brophey Suspender Co., Toronto.
Julian Sale Leather Goods Co., Toronto.

BOUDOIR CAPS
Flett, Lowndes & Co., Toronto.
Phoenix Novelry Co., Toronto.

BILL FOLDS
Julian Sale Leather Goods Co., Toronto.

BUTTONS, All Kinds Wholesale
Flett, Lowndes & Co., Toronto.
Forsythe, Kimmel Co., Kitchener, Ont.
A. Weyerstall & Co., Toronto.
Will P. White, Toronto.

BUTTONS, CROCHET
American Embroidery Co., Montreal.
Moulton Mfg. Co., Montreal.

BUTTONS, Manufacturers
Dominion Button Mfrs., Kitchener, Ont.

BUTTONS, Covered and Celluloid
Forsythe, Kimmel Co., Kitchener, Ont.
Toronto Pleating Co., Toronto.

BUTTONS, PEARL
Prime & Rankin, Ltd., Toronto.

BRASSIERES
Model Brassiere Co.
Muser Bros., Montreal.
Parisian Corset Co., Quebec.

BRAIDS
D. B. Fisk & Co., Chicago, Ill.
American Embroidery Co., Montreal.
Belding, Paul, Corticelli Co.
Moulton Mfg. Co., Montreal.

BURLAP
Dominion Oilcloth Co., Montreal.

BATTING, COTTON
Dominion Wadding Co., Montreal.

BLANKETS, Wool
W. R. Brock Co., Toronto.
W. R. Brock Co., Montreal.
Horn Bros. Woolen Co., Lindsay.

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Dominion Textile Co., Montreal.

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C. Turnbull Co., Galt.

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Jas. Richardson Co., Toronto.

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M. Pullan & Sons, Toronto.

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Felson & Co., Montreal.
M. Pullan & Sons, Toronto.
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Montreal Cloak & Skirt Co., Montreal.
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D. & J. Anderson (Greenshields, Ltd.)

COTTON GOODS
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Parisian Corset Co., Quebec.

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Belding, Paul, Corticelli Co.

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Greenshields Limited, Montreal.
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Parisian Corset Co., Quebec.

CORSET WAISTS
Parisian Corset Co., Quebec.

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Phoenix Novelry Co., Toronto.

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Prime & Rankin, Toronto.

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W. R. Brock Co., Montreal.
Greenshields Limited, Montreal.
John M. Garland Sons & Co., Ottawa.
John Macdonald & Co., Toronto.
McIntyre, Son & Co., Montreal.
A. Ramsay & Son, Montreal.
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Muser Bros., Montreal.

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Royal Silk Dress & Waist Co., Montreal.

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Bergenthal, Sons & Co., New York.
Flett, Lawnles & Co., Toronto.
Jas. Richardson Co., Toronto.

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QUEBEC PROVINCE

R. S. FINCH
EASTERN CANADA

S. H. PULLAN
DIRECTOR AND SALES MANAGER

These men are showing our spring line. We invite inspection and challenge competition.

Suits *starting at* $8.75 Coats *starting at* $4.75

Skirts *starting at* $2.50

Our success reflects the success of our customers. They give us their business because we give them advantages and opportunities not paralleled anywhere else.

WRITE FOR AN APPOINTMENT.

M. PULLAN & SONS, LIMITED

PULLAN BUILDING, TORONTO, CANADA

Featuring: Knitted Goods for Fall and Millinery for Spring

DRY GOODS REVIEW

FEBRUARY, 1917 VOL. XXIX. No. 2



THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVENUE, TORONTO



New Spring Coats

The unusual scope of our new Spring line with its distinctive model selections and fabric ideas, justifies the large increase in our National Advertising.

LEFT: Style 692. Genuine Bolivia Cloth. Collar and cuffs of contrasting wool Jersey cloth with fancy silk stitching. 1570 Rubber Grey, 1576 Bulgarian Blue, 1887 Peacock Blue, 1574 Japanese Purple, 1575 Catawba, 1569 Terra Cotta, 1568 Havana, 1571 Persian Red, 1572 Rose Brown, 1573 Moss Green, 1883 Orange and 1567 Chartreuse; at $22.50.
RIGHT: Style 683. Genuine Bolivia cloth with contrasting trim. Made in same cloths as style 692; at $16.50.

These cover advertisements will appear once a month during 1917 and will feature only accepted and dependable styles for quick delivery.

NEW YORK
5th Ave. Bldg., 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.

SOME SUGGESTIONS FOR EARLY BUYERS

SMALLWARES

We are pleased to inform the Trade that our stock of NOTIONS is as complete as it's possible to be during War—most lines can be had if ordered early, but those who leave it late will have to take their chance, or take substitutions, and pay higher prices than what our present stock is marked. Buy your requirements of all staple notions for 1917—**NOW.**

We have in stock at present the following lines, which are scarce and hard to get:—

Tapes of all kinds
Wool Mendings
Fingerings
Featherstitch Braids
Stickerei Braid
Elastics
Hair Nets
Wire Hair Pins
Dome Fasteners
Safety Pins
Boot Laces
Thimbles
Needles
Toilet Pins
Steel Crochet Hooks
Brass and Plated Pins

SILK AND CORDUROYS

We have in stock for present or Spring delivery a complete range of Black and Coloured Silks, including Taffetas, Paillettes, Duchesse Messalines, Grosgrains, Poplins, Faille, Lining Satins, Crepe de Chine, Black Ottoman, Black Moire.

On request we will gladly submit samples of these, also coloured velveteen and corduroy.

SILK COATS

We have in stock a full range of colours in both plain and combinations, in qualities at $6.50, $7.50 and $1.00; sizes 36-44.

These goods are sure to be very scarce for Summer, and we would advise placing your orders Now.

LACES AND EMBROIDERIES

Complete range at prices prevailing a year ago.

RIBBONS

"Scarce Goods."

When next you order ribbons, give us a trial—our values are convincing.

GEORGETTES AND NINONS

A full range of shades always in stock.

NETS

Dress Net 43″. A silk net made specially for overdresses. All shades in stock.

Greenshields Limited - Montreal

17 Victoria Square

"Everything in Dry Goods"



THE ever-growing popularity of English Mohairs is increased by the present-day necessity for them.

They are style fabrics with staple selling value.

B. D. A. Mohairs are the Mohairs of maximum merit.

Their beauty is proof against dampness, repellant of dust; they do not wrinkle; their lustre and smoothness demonstrate a perfect finish.

The merchant who keeps B. D. A. Mohairs to the front has a source of steadily growing business with little effort and no risk.

Stock B. D. A. Mohairs for travel, seashore, country, mountain, street or sport wear, and give your customers fullest satisfaction.

The Bradford Dyers' Association, Limited

BRADFORD, ENGLAND

American Bureau: 231 West 39th Street, New York, U.S.A.

Regular Visits to Our Warehouse Will Afford You Increased Satisfaction; Meaning Bigger Business and Greater Profits.

THIS IS AN ADVERTISEMENT, BUT AS WELL A SIMPLE STATEMENT OF A PROVEN FACT, PROVEN BY THE MOST EXPERIENCED BUYERS IN THE COUNTRY.

CONDITIONS TO-DAY MAKE IT MOST ESSENTIAL THAT EVERY BUYER, IN ORDER TO KEEP UP HIS STOCK, VISIT HIS MARKET REGULARLY.

FOR SOME TIME WE, TOO, HAVE REALIZED THIS, AND, AS A RESULT, ARE PICKING UP ODD LOTS OF SEASONABLE AND ATTRACTIVE MERCHANDISE IN ALL THE DRY GOODS CENTRES. THESE GOODS REACH US AND ARE BEING TAKEN UP DAILY BY CUSTOMERS, IN OUR WAREHOUSE.

THEIR INDEFINITE ARRIVALS AND RAPID SALES MAKE THEM IMPOSSIBLE TO OFFER EXCEPT TO THOSE ON THE SPOT.

SEE US! PROVE WHAT WE SAY!



John M. Garland, Son & Co., Ltd.

Ottawa, Canada

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

LONGCLOTH THOROUGHLY SHRUNK

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

ERO LONGCLOTH — SELVEDGE STAMPED EVERY TWO YARDS "SPERO" MAKE. — QUOD SPERO ERO

EASY TO SEW.

STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK

NONE GENUINE UNLESS SELVEDGE BEARS EVERY TWO YARDS THE WORDS. "SPERO" MAKE.



Alfred Hawley DYER

When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works – Hinckley, England.

February, 1917.

To the Trade:

UNTIL THE SECOND WEEK IN MARCH, 1917

We will sell the following goods, now in stock, at present prices, whatever the state of the market may be during that time:

Wash Goods — The largest and most attractive assortment ever shown in the history of this department. Prices ranging from 9½c to 37½c per yard.

Dress Goods — Silk mixtures for summer and evening wear. A complete stock of novelties, including checks, stripes, spots and sporty designs, ranging in prices from 35c to 75c per yard; also silk embroidered voiles on light and dark grounds from 65c to $2.25 per yard.

Sundries — Ribbons, laces, embroideries and ladies' white silk gloves.

Men's Furnishings — Men's black cashmere half hose at $4.50 per dozen.

Notwithstanding the probable advance in quotations.

JOHN MACDONALD & CO., Ltd.

TORONTO

PRICE WILL COUNT

For the first time since war began
price advances have a real meaning.

More Important Than Ever Before
is
Buying for Fall 1917.

Compare carefully.
Cover completely all intended purchases.

Don't delay seeing "Racine's" representatives.

Advantageous Prices Are Assured.

Safest for Deliveries

buying from

The House That Carries the Year Round the Biggest Stocks in Canada.

Everything in Dry Goods.

ALPHONSE RACINE LIMITED

Dry Goods Jobbers and Manufacturers

60-80 ST. PAUL ST. WEST - MONTREAL, CANADA

"The Staple Dry Goods House of Canada"

Sample Rooms at Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.
Factories at Beaubien St., Montreal; St. Croix, Que.; St. Denis, Que.



Come to Us, or Let Our Travellers Go to You.

Note in connection with Millinery Opening that you will find our stock of *Silks*, *Velvets*, *Ribbons*, *Veilings*, *Trimmings*, *Fancy Dry Goods*, *Etc.*, well assorted and up-to-date.

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS LIMITED

MONTREAL

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables : "Spero, Manchester."

Cotton Goods

HAVING

On Selvedge every two yards the words 'SPERO' MAKE

ARE RELIABLE, SO ENQUIRE FOR

FLANNELETTES, CALICOES SHEETS AND SHEETINGS

Also the "HAWORTH" GREY—soft as Merino, specially woven for undergarments.

that have stamped on selvedge, every two yards, the words

"SPERO" MAKE.

How "The House of Mennen" Is Co-operating with You.

Shaving Cream
Dentifrice
Men's Talcum
Borated Talcum
Sen Yang Talcum
Violet Talcum
Flesh Tint Talcum
Unscented Talcum
Cream Tint Talcum
Liquid Soap
Cold Cream
Tar Shampooing Cream
Bath Powder



In the leading newspapers and magazines from coast to coast, big, forcible, convincing advertisements are appearing. They are making thousands of new customers and keeping the old ones—they are sending them to *your* store. Everything to help the dealer is vigorously resorted to.

Why not assist us in this effort to increase **your** profits, by putting in a display of the Mennen Products.

Three striking, attention-getting window displays have been prepared for you; one on the Talcum Powder, one on the Shaving Cream, and a combination display of both. Write to

Canadian Agents :
HAROLD F. RITCHIE & CO., LIMITED
TORONTO, ONTARIO

Mennen's Products are "Made in Canada by
G. MENNEN CHEMICAL COMPANY
MONTREAL, QUEBEC



Don't Miss Seeing

Our new Ribbons for Spring, exclusive novel lines just arrived; right quality and right price. Also new creations in all our other departments:—

Laces, Embroideries, Chiffons, Wash Goods, Georgettes, Neckwear, Brassieres, Dress Trimmings, Ribbons, Corsets, Hosiery, etc., etc.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET

MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

CONVINCING PROOF OF THE PRE-EMINENCE OF HOME PATTERNS

Marshall Field & Company, on July 17, 1916, renewed their contract for HOME PATTERNS for a long term of years.

John Wanamaker, who handles HOME PATTERNS exclusively in both his stores—New York and Philadelphia — on October 20, 1916, renewed his contracts for a long term of years.

Since July 1, 1916, 742 Dry Goods Merchants have made long-term contracts—new or renewal—for the sale of Home Patterns. Among these are:

Adam, Meldrum & Anderson Co., Buffalo, N.Y.
The Adler & Childs Co., Dayton, O.
L. Bamberger & Co., Newark, N.J.
John Baum, Green Bay, Wis.
S. M. Bingham, San Diego, Cal.
G. E. Bluem, Lima, O.
R. A. Briscoe, Galt, Ontario.
The Boston Store, Bloomington, Ill.
Broadway Bros. Co., Pasadena, Cal.
Herbert N. Bush, Flint, Mich.
A. Bushnell & Co., Watertown, N.Y.
Cahn Coblens Co., Baltimore, Md.
Christenson & Dempster Co., Sioux Falls, S.D.
M. J. Connell Co., Butte, Mont.
Constantine's Bazaar, Inc., Englewood, N.J.
Crowley, Milner & Co., Detroit, Mich.
The Culbertson-Grote Rankin Co., Spokane, Wash.
Davidson Bros. Co., Sioux City, Iowa.
The J. M. Degnan Co., South Bethlehem, Pa.
W. A. Doody Co., Macon, Ga.
J. Geo. Dratz Co., Muskegon, Mich.
E. W. Edwards & Son, Syracuse, New York.
Geo. Ehrenfried Company, Lewiston, Me.
Emery D. G. Co., Danville, Ill.
The Ettenson Winnig D. G. Co., Leavenworth, Kansas.
J. N. Euwers Sons Co., Newcastle, Pa.
The Fair, State Street, Chicago, Ill.
Fitchburg Dry Goods Co., Fitchburg, Massachusetts.
M. Fitzpatrick, Sharon, Pa.
J. J. Flanagan & Co., Elmira, N.Y.
A. E. Force & Company, Plainfield, N.J.
L. G. Gilbert, Fort Worth, Texas.
E. Gottschalk & Co., Fresno, Cal.
Hale Bros., Inc., San Francisco, Cal.
The Hannah & Lay Merc. Co., Traverse City, Mich.
Herman Strauss & Sons Co., Louisville, Ky.
C. W. Hall, Frederickton, N.B.
Hills, McLean & Haskins, Binghamton, N.Y.
Horgan Parker Co., Tacoma, Wash.
Howard & Barber Co., Derby, Conn.
The Johnson-Shelton Co., Dayton, O.
The Jones Store Co., Kansas City, Mo.
The Joslin Dry Goods Co., Denver, Col.
Kaufman Bros., Co., Aberdeen, Wash.
T. J. Kelly Co., Chico, Cal.
Francis Kilduff, La Salle, Ill.
Kline Eppihimer Co., Reading, Pa.
The Lamson Bros. Co., Toledo, O.
H. Leh & Co., Allentown, Pa.
D. Lewis & Co., Elyria, O.
Livingstone's Ltd., Edmonton, Canada.
Mayer Livingston & Co., Bloomington, Ill.
Manchester Robertson Allison Ltd., St. Johns, N.B.
Moore and McLeod, Charlottetown, P.E.I.
The Martin & Naylor Co., Gloversville, N.Y.
Albert Mausmann, Pittsburg, Pa.
McCurdy, Robinson Co., Rochester, N.Y.
Missoula Mercantile Co., Missoula, Montana.
Wm. Myers D. G. Co., Cheyenne, Wyo.
Palais Royal, Washington, D.C.
T. W. Parker, Dubuque, Iowa.
A. Polsky Co., Akron, O.
Kiwa Schwartz, Chester, Pennsylvania.
Senger Dry Goods Co., Peru, Indiana.
D. J. Stewart & Co., Rockford, Illinois.
Steiger Dudgeon Company, New Bedford, Mass.
Thompson, Belden & Co., Omaha, Nebr.
Union Dept. Store Co., Jackson, Miss.
Warner Bros., Dept. Store, Erie, Pa.
Weinstock, Lubin & Co., Sacramento, Cal.
Wise, Smith & Co., Hartford, Conn.

668 of the 742 contracts were received by mail; the HOME PATTERN contract does not require a silver-tongued pattern salesman to explain it; it is a simple order form that anyone can easily understand. Send for a blank copy of it and become acquainted with its liberality and simplicity.

Over a Million Dollars' Worth of Orders in One Season

WHY? Because the Home Pattern Company is now owned and managed by thoroughly expert pattern men—men who know how to manufacture good selling patterns. The Home Pattern Company service is now second to none in every department of the business—the latest designs, practical, perfect fitting, economical patterns, beautiful fashion publications, prompt and accurate filling of orders. From the point of view of advertising and lending prestige to the retail stores selling them, HOME PATTERNS are pre-eminent. They continue to be the patterns shown exclusively in The Ladies' Home Journal, admittedly the greatest single force and influence among women in the world. The sales of HOME PATTERNS have increased enormously during the past six months. Increases ranging from 25 per cent. to 100 per cent. are reported by our dealers almost daily.

The Home Pattern Company

The Best Managed Pattern Company in America

Sole Manufacturers of Patterns for the Ladies' Home Journal

No Connection Whatever with Any Other Pattern Company

114 Fifth Avenue, NEW YORK, N.Y.

Chicago St. Louis San Francisco Toronto

This advertisement is being published in The Dry Goods Economist, The Dry Goods Reporter, The Drygoodsman, The Pacific Coast Merchant, The Twin City Commercial Bulletin, The Merchants' Trade Journal and The Dry Goods Review.

THE FINANCIAL STRENGTH OF THE HOME PATTERN COMPANY

As a number of our competitors have thought it good salesmanship to make insinuations about our stability and to permit their salesmen to make untruthful statements about our financial condition, we take pleasure in publishing that the assets of the Home Pattern Company on December 31, 1916, are in excess of One Million Dollars ($1,000,000); nothing is included for "Good Will" (the item which plays the largest part in the average pattern company statement) and the assets consist, for a great part, of what are usually known as "quick assets," such as cash on hand and in bank, $81,626.27; Accounts Receivable (good), $137,725.65; Machinery, paper, material and supplies, $328,672.98, etc., etc. Our total liabilities of all kinds (other than Capital Stock) are less than Thirty Thousand Dollars ($30,000.00), none due or subject to discount.

No Increase in Prices—100% Cash Credit for Discards

Owing to its financial strength and careful, economical, foresighted management, The Home Pattern Company is the only pattern that has not found it necessary to increase the price of its patterns and does not intend to increase them; HOME PATTERNS continue to retail for 10c and 15c each—none higher; furthermore, owing to its strong financial condition, The Home Pattern Company is the only Pattern Company of the first class which is able to give all merchants cash credit for discards to current account at 100 per cent. wholesale prices.

Increased Sales Guaranteed

To desirable stores in places where HOME PATTERNS are not handled, we are freely offering to guarantee substantial increases in sales over other makes of patterns. We can do this because we know the sales will be greater. Moreover, The Home Pattern Company is in a position to place its goods with dealers on so narrow a margin of profit to itself that its terms represent a heretofore unheard of basis of fairness and liberality for a pattern company producing the very highest grade patterns and publications and giving the most efficient service. There are no Wall Street or other bankers involved in this company to be assuaged with big profits and high interest. Nor are there any detached stockholders clamoring for dividends. The owners of the business are actively engaged in its management.

In a word, what the Dry Goods Merchants of the United States and Canada probably despaired of ever realizing is here at their service. A splendidly organized and equipped pattern and fashion business prepared to give the maximum service in every particular at the minimum cost.

Whatever your present pattern connections may be or whatever your past experience with patterns, you should not fail to immediately investigate the Home proposition. There is not the slightest obligation incurred by so doing. Just ask for samples and terms.

The Best Managed Pattern Company in America

The Home Pattern Company

Sole Manufacturers of Patterns for the Ladies' Home Journal

No Connection Whatever with Any Other Pattern Company

114 Fifth Avenue, NEW YORK, N.Y.

Chicago St. Louis San Francisco Toronto

This advertisement is being published in The Dry Goods Economist, The Dry Goods Reporter, The Drygoodsman, The Pacific Coast Merchant, The Twin City Commercial Bulletin, The Merchants' Trade Journal, and The Dry Goods Review.



The Sales Maker—The Trade Maker —The Product that Has Made Good

Colorite is a wonderful seller—because it appeals to the inborn feminine desire to economize and be well dressed—because it has no competition in reputation or results—and because it has built up a country-wide demand through years of effective advertising and satisfied use. As a result more than two million women used Colorite last year.

These women know Colorite and depend on it every Spring when the time comes to make over their straw hats.

It's not like pushing a new product. You don't have to sell it to your customers because most of them are sold on it already. They will ask for it the minute they see that you carry it, and all you need do is supply the demand.

For 1917 our advertising campaign will be bigger than ever.

Full Pages in Three Colors, and in One Color and Smaller Space, will Appear in the Following Publications with a Total Circulation of 10,000,000 Copies Each Issue.

Saturday Evening Post	Delineator	Illustrated Sunday Magazine	Pictorial Review
Ladies' Home Journal	Designer	Good Housekeeping	Woman's Magazine
People's Home Journal	Ladies' World	Woman's Home Companion	Christian Herald
			McCall's

Order this Assortment from Your Nearest Jobber Today

Special Sample $6.00 Assortment

This assortment consists of three dozen bottles of Colorite, as follows:

8	Bottles	Jet Black	4	Bottles	Dull Black
3	"	Navy Blue	2	"	Cadet Blue
2	"	Brown	2	"	Cardinal Red
2	"	Violet	2	"	Burnt Straw
2	"	Cerise	2	"	Lavender
1	"	Yellow	2	"	Sage Green
2	"	Natural	2	"	Old Rose

Get Your Share of the Business it will Create

Read on other side how we link YOUR store to our big selling campaign

77 Sudbury Street **CARPENTER-MORTON COMPANY** **Boston, Mass.**

Established 1840



Valuable Selling Helps to Help YOU Sell—

(LISTED BELOW)

Colorite

COLORS OLD and NEW
STRAW HATS

—Packed with Special Sample $6.00 Assortment

(SEE OTHER SIDE)

"S" Beautiful Girl Cut-out with genuine straw hat attached. Lithographed in 10 printings. Size 14 x 19½ inches, supported by 15-inch double wing springlock easel.

"T" Lithographed Steel Sign in 5 colors. Size 5 x 9¼ inches with easel and cord hanger.

"U" Lithographed Window Trim in 10 printings to go on glass. Center piece 14 x 19½ inches and cut-out Girls with hats. Size of each 8 x 11¾ inches.

"V" Color Cards lithographed in 10 printings. Size 4½ x 10⅜ inches. Each card contains 12 different colored pieces of real straw.

"W" Two Beautiful Display Stands each made to hold 6 packages of Colorite. Lithographed in 10 printings. Size 17 x 20½ inches.

"X" A sheet of 50 Poster Stamps, each stamp 2 x 2¾ inches in size. Lithographed in 6 printings.

"XX" Display Card advertising THE ATTRACTIVE HOME Book.

EKIN WALLICK'S DOLLAR BOOK, "THE ATTRACTIVE HOME"

—and How it Will Bring Women to Your Store

In simple, understandable language, Mr. Wallick, author of many books and an authority on the subject of home decoration, tells how to know and select furniture and hangings. How to stencil, make articles of furniture, with little or no expense, etc. It is not an advertising pamphlet but a genuine book attractively bound in brown boards and superbly illustrated in six colors.

All our big full pages in color and other advertisements for 1917 direct the women who want Mr. Wallick's book and a 25c bottle of Colorite to get it from their regular dealer. Thousands of women will be calling at dealer's stores to take advantage of our special offer of Ekin Wallick's dollar book and a bottle of Colorite for 40c—$1.25 value for 40c.

How to Get Your Ekin Wallick Books—We sell you Mr. Wallick's book for 15c per copy with the understanding that you may return all unsold copies at the end of the season and we will refund the full purchase price of 15c per copy, provided they are returned to us in good condition. Every woman who sees a copy will realize that it is well worth the regular price of $1.00 and will consider she is getting a big bargain when you give her a 25c bottle of Colorite and the book for 40c

Remember, any advertising plan that will get the women of your town to come to your store is worth its weight in gold. Here's one that will do it. Link your store to an assured success. Get your supply of "The Attractive Home" books and build up a big sale on Colorite and other lines as well.

77 Sudbury Street **CARPENTER-MORTON COMPANY** **Boston, Mass.**

Established 1840

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF **$500** OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

LIDDELL'S IRISH LINENS

The Snowy White Linens

The high quality, snowy whiteness and exquisite finish of Liddell's have an irresistible appeal to women. Liddell's Linens will help your business during 1917.

See our 1917 Range which contains many big sellers.

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
22 West Wellington Street, Toronto

You know what you pay when you place the order, not when you get the bill—

if you buy from *Our Drummer* catalogue—the book that guarantees its prices in war time.

The Spring number of this catalogue, which soon will be in the mails, will continue our regular policy of naming plain-figure net prices on all our goods and guaranteeing them against all advances during the thirty days the catalogue is in force.

Moreover, this catalogue will enable you to have the goods to sell without paying too much for them. With it you can steer safely between the two extremes of not getting enough merchandise and of paying so much for it that your profit will be shattered.

We have the goods subject to YOUR order. And our prices are at the lowest level consistent with standard qualities.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis Dallas

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO 65 Simcoe Street — **MONTREAL** 525 St. Paul Street

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.
J. Bomas & Son., Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.
Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener, Wilson Dress Hooks.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS

English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

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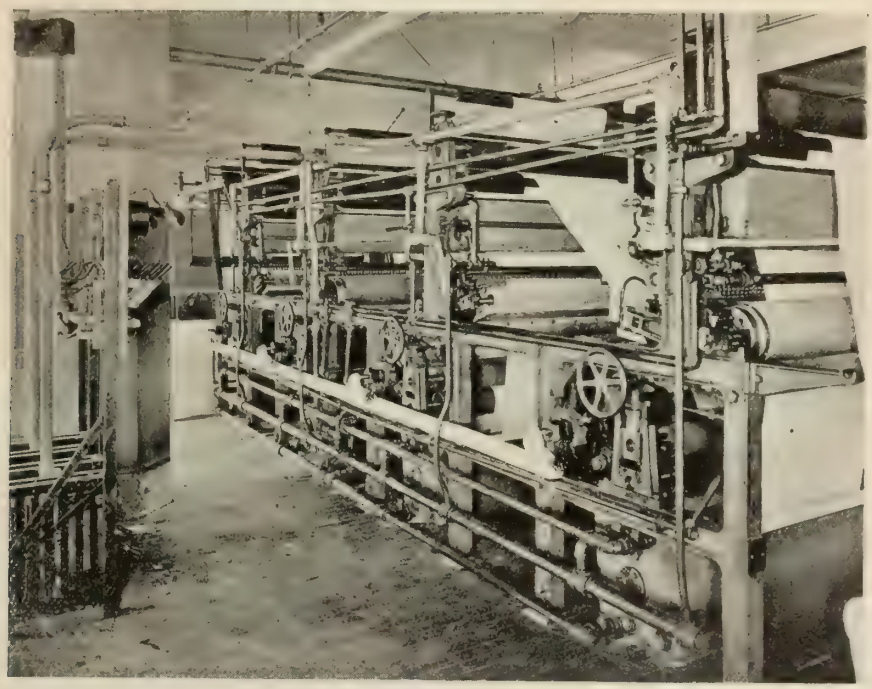
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Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
[illegible]	Feb. 28, 1911	137,293	Dec. 19, 1911	143,172	Oct. 8, 1912
[illegible]	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
[illegible]	Dec. 12, 1911	140,323	May, 14, 1912	149,258	July, 15, 1913
[illegible]	Dec. 19, 1911	140,760	May, 28, 1912	149,259	July, 15, 1913
[illegible]	Dec. 19, 1911	141,157	June, 18, 1912		

Evolution of the Art of Waterproofing Textile Fabrics



THE art of waterproofing textile fabrics has hitherto been represented by two methods, the one mechanical and the other chemical. The first embraces all methods involving direct impregnation through the use of rubber, mineral waxes and various insoluble compounds which render such fabrics both air and waterproof and the second includes processes whereby a surface coating of some water-resisting substance is deposited on the fibres or yarns of these fabrics through the media of chemical reactions which render them temporarily water-repellent and partially free to the circulation of air. The first, owing to the exclusion of air, has but a limited application in the art, being confined to textile fabrics designated for specific uses and for the purposes of this discussion may be dismissed without further reference. The second covers a range in the field of textile products which would be practically unrestricted were it not for the inherent weaknesses of the processes themselves, whereby only temporary results can be achieved. Best known among these, and the one most largely employed, is the so-called soap-alum process in the application of which the fabric is first impregnated with a soap solution and then passed through a solution of alum, aluminium acetate or aluminium sulphate. The reaction between the contents of the soap and the aluminium salts produces a substance known as aluminium soap, insoluble in water but rapidly soluble in gasoline or in any of the distillations used in the cleansing process known as dry-cleaning. Under this treatment aluminium soap is deposited as a coating or veneer chiefly on the surface yarns of the cloth and so long as it remains thus in place the fabric will possess the quality of water resistance. This period, however, is relatively short owing to disintegration following the drying and crumbling of the aluminium soap, and textile fabrics thus treated cannot be dry-cleaned without totally removing this substance, and permanently destroying all water-repellent effects.

The foregoing both briefly and broadly represents the state of the art of waterproofing textile fabrics at the period, a few years ago, when the problem became a subject of investigation in the laboratory of Mr. Alfred O. Tate, a Canadian inventor who had specialized in work associated with the development of the electrolytic cell. To render more clear what is to follow it may here be stated that water enters a textile fabric chiefly through the action of absorption due to the dynamic force known as capillary attraction. When this action is suspended or destroyed, the fabric becomes nonabsorbent and is, therefore, practically waterproof for the reason that the pressures required to force water into its pores are much greater than those produced by natural phenomena.

The question presented for solution at the initiation of Mr. Tate's experiments was the discovery of a process which would permanently, not temporarily, suspend capillary action in textile fabrics of silk, wool, cotton and their various admixtures without decreasing the porosity upon which ventilation depends. Also, it was necessary to discover a method which would not involve the coating or veneering of the yarns or fibres. A cotton fibre may be described as a cellular tube possessing microscopic pores which absorb moisture through the action of capillary attraction. It was obvious that if these minute pores could be filled throughout their entire depth with a water-repellent substance the object sought would be attained. A woolen fibre is a more complicated structure but it also is provided with capillary spaces which act in a manner relatively the same as those of the cotton fibre. These microscopic pores are so small that it is impossible to fill them by any mechanical or chemical process for the reason that nothing will enter them other than water and fluids of a similar nature.

After a long period of experiment the inventor found a method of filling these capillary spaces through the action of the electric current which produces the phenomenon known as electric osmosis which is a pressure manifested within a liquid body when a current of electricity is passed therethrough. In treating textile fabrics by the Tate Process the cloth carrying the water-repellent reagents is passed between a series of electrolytic rolls through which a current of electricity is flowing with the result that the water-repellent substances are forced into the microscopic pores of the fibres and capillary action or absorption is thus permanently suspended. The substances used are aluminium products which are impervious to the action of solvents such as gasoline, benzine, ether, and so forth, so that all textile fabrics thus treated may be subjected to the process of dry cleansing without in any way affecting their water-repellent qualities. When textile fabrics are thus treated they become waterproof under practically all conditions of normal usage for the reasons already explained. Even if water under unusual conditions should be forced through a given section of a fabric thus treated, the action would be confined to that specific area. There would be no indefinite extension of the wetted section through the powerful action of the absorption. This is as far as the art, particularly in its relation to clothing, can be extended, because the adaptability of any fabric to this use depends upon ventilation, and this in turn is dependent upon the maintenance of porosity.

The durability or life of the proofing effected by the Tate Process is co-extensive with the life of any textile fabric to which it is applied. The Tate Process also performs coincidentally and thoroughly the operation of shrinking and a series of tests seem to indicate that it prevents the fading of color under the action of light. A further interesting feature is that all treated fabrics are rendered mildewproof. This is especially significant with relation to textiles used for tents, awnings, sailcloth, tarpaulins, etc.

It will thus be seen that in addition to the waterproofing feature, the Tate Process achieves other results of equal importance in their relation to many branches of the textile industry. These combined results, hitherto unrealized, justify the belief that the Tate Process instead of being regarded as a special process adaptable only to specific uses will be acknowledged and adopted within measurable time as an essential and staple branch of the textile industrial art.

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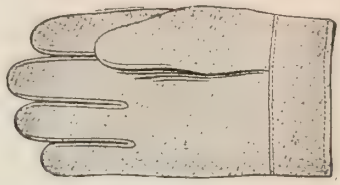
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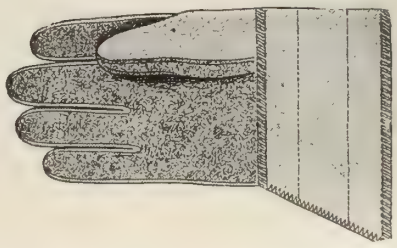
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Buyers coming to Toronto during this month would do well to examine and compare our values and prices.

We now have ready for your inspection, complete Ranges in various lines of floor coverings for 1917.

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INQUIRY AS TO DISPOSAL OF STOCK

Names of Auctioneers Furnished, With Suggestions to Consult Wholesalers or Other Local Dealers—Other Inquiries as to Footwear, Chairs, Uniform Cloth, Etc.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of January:

MACHINE NEEDLE MAKERS

———, Ont.—Kindly give us the address of needle (machinery) manufacturers.

Answer—Corey Needle Co., Upper Bedford, Que.; Chas. E. Wheeler & Son, Paris, Ont.

SELLING OUT DRY GOODS STOCK

———, Ont.—Being one of your continuous subscribers from your first issue, I thought I would be privileged to ask you for advice. I would like to get out of business. I am now — years in the dry goods business. My stock would be from —— to ——. I have bought up a great many lines before the advance. . . . Your opinion would be of value.*

**Several details omitted so that writer may not be identified.*

Answer—Several suggestions were made by the Editor.

1. *That in many cases the wholesales, under present conditions, might be willing to take large portions of his stock off his hands at good prices.*
2. *That, as is done out West, arrangements might be made with other local dealers to take most of the stock to avoid a "sale" of goods, which ordinarily disturbs regular trade.*
3. *That correspondence be entered into with firms who are accustomed to dispose of whole stocks, such as: Dominion Auction House, Wellington St. W., Toronto; Suckling & Co., Wellington St. W., Toronto; Ward price, 30 Adelaide St. E., Toronto.*

UNIFORM CLOTH

———, B.C.—Uniform cloth as samples, and stock on hand, and date of delivery.

Answer—An English sample was submitted, which is now off the market. Several wholesales were consulted and samples and prices submitted.

LADIES' FOOTWEAR, AA WIDTH

Alexandria, Ont.—Where can I procure ladies' footwear in AA width?

Answer—Walker, Parker & Co., Toronto; Minister, Miles Shoe Co., Toronto; Clark Bros., St. Stephens, N.B.; Agent, Mr. Savage, Trinity Square & Yonge St., Toronto; Utz & Dunn, Rochester, N.Y.; Kelly Inc., Rochester; Minnehan, Rochester.

CHAIR MANUFACTURERS

New York City—What is the address of the McGill Chair Co. (Canada)?

Answer—McGill Chairs, Ltd., Cornwall, Ont.

ARTIFICIAL FLOWERS FOR DECORATIONS

Several Firms—Where can we procure artificial flowers for store interior decorations?

Answer—Abbott Bros., 76 Bay St., Toronto; Clatworthy & Son, 161 King St. W.; Dale Wax Figure Co., 106 Front St. E.

¶—Dry Goods Review would appreciate hearing from Supply Houses whose names are omitted inadvertently from the answers given above.

THE DRY GOODS REVIEW
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INFORMATION WANTED

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A Rival to the Spring Suit



Novel top coat with new waist cut and trimmings. Material is a popular checked fabric. It is of wool with silky stripes and comes in a number of different color combinations. This makes up in warm and heavy looking garments of exceedingly light weight. "Pinehurst" fabric from The Shelton Looms.

Dry Goods Review

VOL. XXIX. TORONTO, FEBRUARY, 1917 No. 2

WHAT WILL BE THE BEST SPRING SELLERS?

A Symposium of Views of Leading Buyers in Ready-to-Wear, Millinery and Silks Departments—Valuable Information for Thousands of Merchants and Department Heads

ON the edge of the Spring season DRY GOODS REVIEW feels that in presenting the opinions of a number of buyers well-known in the trade it will be supplying a real service to its readers.

In the Annual Spring Number prominence was given to two features, Spring styles and Spring prices. This article goes one step farther in the matter of securing valuable information for department heads and gives the views of a number of buyers sent in to DRY GOODS REVIEW, stating just what lines in Ready-to-Wear, Silks and Millinery will be the best sellers for Spring. These views are the result both of a thorough knowledge of the available supplies, and also of a long experience in sizing up the preferences and prejudices of the buying public.

On the next page is given a summary of the series of questions that were asked these buyers and the replies while not in complete accord carry a certain general agreement that will help thousands of others in Canada in connection with their own departments.

A rather striking comment on the interest that was taken in answering these questions was furnished by Mr. Campbell, the well-known head of the Ready-to-Wear Department of Napanee, who not only filled in the replies himself, but had three members of his staff do so independently.

SILKS FOR SPRING

TAFFETAS UNDOUBTEDLY BEST

By Mr. H. Ross, Silks Dept., The Robert Simpson Co.

TAFFETAS undoubtedly will hold the leading place among Spring silks. Big business is anticipated in shantungs, satins (especially charmeuse), Japs, crepe de chines, Georgettes and failles.

Sports silks will be taken up very strongly in silk jerseys, stripes and checks in all weaves, Khaki-Kool, etc. These sports designs will be worn in separate sports skirts but plain silks will predominate for street suits. Silks will be used for separate coats.

The prevalence of satins depends on early delivery. If they reach us in time they should be good. If, however, they are late in arriving they will probably be replaced by other weaves.

Colors for suits and dresses will be very similar to last year's: navy, nigger, Russian, olive, rose, grey, mid brown and purple.

Blacks should be stronger than they have ever been. Several new tones such as mustard, green-gold, Charteuse, may be run on but all are "hard colors" to wear.

TAFFETAS FOR STREET WEAR

The T. Eaton Co. Silks Department

FOR street wear taffetas are again to hold the leading place. Satins are very strong. Crepes and the many varieties of raw silks including Yo San will have large sales.

Sports silks will be fairly strong, principally in Khaki-Kool, also some foulards, these in striking fancy designs combined with plain colors. Plain silks will be preferred for street suits. Our country is at war and it does cause some reserve with regard to the daring effects taken up in the United States. For street wear the modest plain silks will hold here. Silks will be used to a very considerable extent for separate coats. Satin will be strongly favored for afternoon and dressy occasions.

Colors that lead for Spring are navy, nigger brown, green, grey, rose, white and sand.

Gold effects meet with much approval in combinations such as navy taffetas with gold stripes.

DISLODGING TAFFETAS FROM FIRST PLACE

By Silks Buyer in Montreal Department Store.

1. Taffetas lead?—No, but still they will be very popular.

2. Other silks?—Shantungs, foulards, crepe de chine, etc.

3. Sports silks strong? High novelty Khaki-Kool, printed silks in most weaves.

4. Fancy silks or plain leading for suits? Hard to say for certain; plain always apt to lead.

5. Silks for separate coats? This is not very definite as yet.

6. Satin?—No very important place.

7. Leading colors? Shadow lawn green, tans, grey, putty, charmeuse, navy, lighter shades generally, and white.

8. Any other points? Extreme and oriental colorings and designs are being shown.

SOFT SILKS TO REPLACE TAFFETA

By F. J. Thompson, Buyer for Stanley Mills & Co., Hamilton.

REPLYING to yours of 26th inst.: taffeta for suits will be good in early part of season; later on, I think, soft silks will be the thing: paillettes and late duchesse, principally. Habutai and shantungs will be very good.

Regarding sport stripes, I do not think the decided stripes of last year of any good. But there are many with

QUESTIONS ON SPRING LINES ASKED OF BUYERS

READY-TO-WEAR.

1. To what extent, if any, will skirts be shorter?
2. What will be the relative popularity of suits and coats?
3. What colors will sell best in suits?
4. Will the taffeta suit be as strong as last year, or what will replace it?
5. Will the "Barrel" skirt take in Canada?
6. What will be the relative importance of tailor-made, fancy and sports wear?
7. Will the coat dress sell to any extent?
8. Any other points?

Signed .....
Firm .....

MILLINERY.

1. What will be the more popular, tailor-mades or fancy hats?
2. What colors in general will be the most popular?
3. Will wide ribbons have any place in trimmings?
4. Will wide ribbons have any place in trimmings?
5. Which will be the stronger, fabric or straw hats?
6. Will ostrich trimmings have any sale?
7. What shape will be the best seller?
8. Any other points in connection with Spring Millinery?

Signed .....
Firm .....

SILKS.

1. Will Taffetas again hold the leading place?
2. What other silks will have large sales?
3. Will sports silks be strong, and if so, in what weaves?
4. Will fancy silks, or plain lead for street suits?
5. Are silks to be used for separate coats?
6. What place will satin hold for Spring?
7. What will be the leading colors in Spring silks?
8. Any other points?

Signed .....
Firm .....

Paisley effect, also spot and ring effects combined with stripes, that will appeal to the good dresser.

Plain silks will certainly lead for suits. There may be a good demand for shots in satins and taffetas.

Silks the Big Thing

Colors in my opinoin will verge round greys, blues, and browns, including the new mastic, old rose; greens will also be good.

Silks will be the big thing this season. We are prepared for big demands in lines stated.

TAFFETAS THE LEADER

By Stuart Oxley, Silks Dept., Murray-Kay Ltd.

TAFFETAS will again hold the leading place, and large sales are expected in faille and gros de Londres. Sports silks will be very strong on high colorings showing large stripes and dots; the weaves most in demand are Pussy Willow, Shantung and Habutai. Both plain and fancy silks will be good for street suits.

Separate coats in a great many cases will be of silk. One of the best materials for these will be satin charmeuse. It will sell very strongly, especially in black.

The leading colors in Spring silks will be shadow lawn green, pinks, gold and bisque.

It is anticipated that silks will be in greater demand than ever before.

OTTAWA BUYER PUTS GREENS FIRST

By H. B. Bogart, Silks Buyer for Murphy & Gamble, Ltd., Ottawa, Ont.

1. There will be a big demand for taffetas but I don't think they will hold first place.

2. Soft satins like charmeuse, etc., will be strong; jersey silk, rough surface materials like shantung, etc.; suiting silks will be in big demand.

3. I think materials of very flashy colors will be good more in the rough and basket weaves.

4. Plain silks combined with fancy for street suits.

5. Silks for separate coats? More for motor and traveling, not for street wear.

6. Satin will hold first place. Style calls for materials of this description.

7. Colors? Greens (first place), from the light to very dark; blues in all shades, and grey, from light to dark.

8. This ought to be a wonderful silk season owing to the high price of wool materials; also the dyes are very much better in silks.

PRINTED SHANTUNG STRONG FOR SPORTS

By Ready-to-Wear Buyer in Montreal Store.

1. Taffetas to lead? Yes.

2. Other silks? Novelty taffetas, sports silks, and crepe de chines.

3. Sports silks strong? Yes, particularly in printed shantung.

4. Fancy silks or plain for street suits? Plain.

5. Silks for separate coats? Yes.

6. What place will satin hold? First, plain taffetas; second, novelty silks; third, Satins.

7. Leading colors? Soft tones of blues; greens, gold, amethyst, browns, Burgundies, and many brilliant colors.

RECORD COAT SEASON—The biggest Spring coat season ever, is expected, due to smart styles in coats, and the popularity of dresses.—The T. Eaton Co.

TAFFETAS AGAIN IN LEAD

By E. G. Cooper, The Anderson Co., St. Thomas, Ont.

1. Taffetas again will lead.

2. Other silks—Duchesse, mousseline, crepe de chine and poplins.

3. Sports silks—variegated stripes, checks and plaids.

4. Plain silks for street suits.

5. Silks for separate coats also.

6. Satin will hold normal place.

7. Leading colors—Tans, light browns, taupes, dark reseda greens, rose, Copenhagen.

8. Medium and dark navy; black. Habutai in stripes and plain; also fancy shantungs, dyed shantung; natural shantung.

READY-TO-WEAR FOR SPRING

SWAGGER STYLES FOR ALL CLASSES

By Mr. Bradwin, The Robert Simpson Co.

Skirts for 1917 are to be from five to six inches from the ground. Suits will prevail as they did last Spring but a good coat season is expected as well. In colors for suits preference is shown for black, blues, sand, brown, green and a fair assortment of high shades

Silk suits will be very good again in plain, novelty and combinations of materials.

Not Much Interest in Barrel Skirt

As for the barrel skirt, it arouses no interest in Canada. Even in New York manufacturers are not making it in quantities. They show samples and make up orders but it is not being stocked up anyplace.

All classes of Ready-to-wear in sports designs will sell well as the present demand is for swagger or sports coats styles for all classes. Plain tailored suits of high grade for the good dresser will have a fair demand.

The coat dress will sell to some extent but it is not a big number.

NAVY, TANS AND A FEW GREEN SUITS

By Ready-to-Wear Buyer in Second Montreal Store.

1. Length of skirts? A shade longer.

2. Relative popularity of suits and coats? Hard to say, suits will probably lead, in my view.

3. Best colors in suits? Navy, tans, and a few greens.

4. Will taffeta suit be as strong as last year? In popular priced goods taffeta will be the thing. For higher class trade gros de Londres, fancy silks (ombres, checks, etc.).

The Barrel Skirt

5. Will "barrel" skirt take in Canada? There is little confidence in it even in New York as a predominant line, but undoubtedly ultra fashion followers will wear it.

6. Relative importance of tailor-made, fancy, and sports wear? First, suits, principally tailored, box pleated effects showing embroidery also, fancy pockets effects, large collar, with fancy collar above it, slightly belled sleeves.

7. Will "coat" dress sell to any extent? I don't think so: ultra fashionable demand will need it, and it will perhaps be popular for automobilists.

Sports in High Colorings Later

8. Any other points? Sports wear will be big later in season, and featured largely with high colorings in coats in popular price, including apple green, mustard, and various soft shades of tan. The most serviceable weave will be cheviot for popular wear; better class coats will be in velours.

GOLD, MUSTARD, GREEN, ROSE

By W. I. Coopernail, Manager, Ready-to-Wear, A. E. Rea, Ltd., Ottawa, Ont.

1. Length of skirts?—Some styles longer and narrower. Suits will be more popular for Spring than they were for past season. Would consider them in slight degree more popular than coats.

WONDERFUL SILK SEASON—This ought to be a wonderful silk season owing to the high price of wool materials; also the dyes are very much better in silks. —H. B. Bogart, Murphy & Gamble, Ottawa.

3. Colors in Suits?—Would say that the new high colors will be most popular, gold, mustard, green, rose, etc.

4. Taffeta suit stronger than last year, with many novelty taffetas.

5. "Barrel" skirt will take in Canada if leading stores will feature it.

6. Tailor-made first, and then sports models.

7. Coat dress will be good in early stages.

8. We look for an unusually successful Spring season.

COATS WILL IMPROVE OVER SUITS

By Ready-to-Wear Buyer in Montreal Department Store.

1. Length of skirts?—They will be about the same length as they were last year.

2. Relative popularity of suits and coats?—Suits will not be as good, but coats will be much better.

3. Best colors in suits?—Black and navy blue, also Sports Suits.

4. Taffeta suit as strong as last year?—Taffetas will be very good in plain and fancy, but satin will also be worn much.

5. Will "barrel" skirt take in Canada?—NO.

6. Relative importance of tailor-made, fancy and sports wear? Tailor made first.

7. Will "coat" dress sell?—I don't think so.

ORIENTAL AND INDIAN TRIMMINGS—Mostly small mushroom shapes, and peak-brim effects, small military styles, Oriental and Indian types of ornament beads, rings of glass and metal, Chinese coins, leather, all sorts of colors, but no great masses of trimming as a rule.—Buyer of Montreal Department Store.

BIGGEST SPRING COAT SEASON EVER

Opinions of Buyers for the T. Eaton Co.

SKIRTS will be very slightly longer than last year, hovering at the boot-tops.

The three styles of coat, street, outing and sports will be good.

The biggest Spring coat season, ever, is expected, due to the smart styles in coats and the popularity of dresses.

Suits always sell in the Spring of the year, of course.

Serge, gabardine, velour, poplin, satin and silk are the leading materials for both coats and suits.

Odd Sample of Barrel Skirts

The barrel skirt will scarcely exist beyond an odd sample or two.

The coat dress will not sell very strongly. It is not a popular style; it is only good in high priced models and not too much so there. But dresses for afternoon, street, evening and sports wear will be worn a great deal.

White is stronger than usual, especially in the better materials like serge, Georgette, crepe de chine and taffeta.

Straight lines, Moyen Age effects and many pleats still prevail in the Spring things.

While many varieties of slip-over blouse effect are shown in these dresses, those which open down the front will sell best. Embroidery in fancy braiding effects, and white bead band-trimming are very strong for all types of dresses.

Best colors are gold, rose, blue, green, Copenhagen and citrus.

Khaki-Kool in all its striking designs is to be a big thing later on in the Spring.

MILLINERY FOR SPRING

THE FOLLOWING are some replies received to the Millinery Questions, tabulated according to the number of the question as appearing at the top of page 24.

FIRST TAILORED AND NARROW RIBBON HATS

By H. S. Ames, Millinery Dept., The Robert Simpson Co., Ltd.

INDICATIONS just now point to a preference for the tailored hats. The most popular colors are black, navy, nigger, Chartreuse, rose, trench, French blue and grey. Some New York houses are beginning to use wide ribbons but there are no indications of it here as yet. We think that natural flowers will come in. Straw hats will be stronger than fabric hats for the average occasion.

Ostrich trimmings will be used in fancy flat mounts.

For immediate and early Spring wear small shapes will prevail.

The biggest item in the millinery trade just now is the hat made of narrow grosgrain ribbon.

NO FABRICS FOR LATER SPRING

By Buyer and Manager, Montreal Department Store.

1. Earlier hats will be smart tailored; dressy styles will come later.

2. Most popular colors. Pearl grey, taupe, navy, nigger browns, blacks. No very strong new shades are noticed as yet.

3. Trimmings—Wide failles, not wide fancy ribbons, narrows and cords will be strong, Oriental Chinese and Japanese influence noted.

4. Flowers will be good, mixed foliage, small flowers, small fruits. These are likely to get better as season advances.

5. Fabric or straw hats best? There is only one possible answer—Straws. Fabrics are being worn now, Spring calls for Straws.

6. Ostrich trimmings will not be very strong.

7. Best selling shape. Conventional tricornes, medium and small sized hats. High crowns will be popular.

Presto, change!

8. Other points. The latest thing is the "Tustyl" hat with separate brim, by which the hat can be worn as a small hat close-fitting, and instantly altered to a brimmed hat, the brim fixing by a domed fastener. It is two hats in one.

ORIENTAL SHAPES POPULAR

By Millinery Buyer in Another Montreal Department Store

1. Tailor-made most popular, and small, simply trimmed hats.

2. Colors: nigger brown, navy, Russian green, and black with a few old rose, pink, and white.

3. Narrow ribbons will commence the season afterwards they may come wider.

4. Natural flowers? Not to any great extent. Beads, leather, applique designs, etc., are coming in.

5. Fabrics earlier, (satin). Later on, braid "straw" hats; little or no real straw hats.

6. Ostrich trimmings? Very little.

7. Small high crowned shapes are popular, oriental types too.

Valuable Suggestions

8. Other points: Mostly small mushroom shapes, and peak brim effects, small military styles, oriental and Indian types of ornament beads, rings of glass and metal, Chinese coins, leather, all sorts of colors, but no great masses of trimming as a rule. Economy has its effect on hats this Spring but it is rather early to give definite ideas.

DEEPER RICH SHADES FOR CANADA

By Mr. J. H. Fryer, Manager Millinery Department, Murray-Kay, Ltd.

THE first hats of the season will be of the tailor-made type but by Easter some of the more fancy and then sports hats will be worn. One cannot say with certainty to what extent the bright colors which prevail in New York will be taken up in Canada. We are differently situated here and with so much "on our minds" we do not enter into gaieties as do the Americans. There is reason to believe, therefore, that the better class of trade will adhere to the deeper rich shades of purple, navy, brown and green; greys too will be good. Of course the bright shades like citrus, Chartreuse, old rose, blues, and sand are shown and will be taken up to some extent, no doubt.

Both wide and narrow ribbon are to be used.

Trade Has Decided on Flowers

Ornaments are shown for the popular trade at present but the natural flowers will in all probability be shown on the more exclusive lines. There is some difference of opinion on this point, however, among some New York buyers just returned from Paris. But the trade has decided upon flowers, the question is just between the natural and the novelty varieties.

Straw hats will be preferred to fabric hats though a great deal of light weight fabrics like crepe de chine and Georgette will appear. Straw braid blocked hats will be very much in vogue, especially lisere, and Milan tagal; hair braids are shown on some of the best hats now and also chrysanthemum straw. Frequently rows of lisere and tagal are alternated, or rows of faille ribbons and tagal.

The bird-cage hat of Chinese contour with a ring standing up on top is smart.

Ostrich will be used but only in novelty ways. One of these has the strands standing up straight over the top of the crown, resembling a tuft of grass.

Mourning millinery is similar to the colored lines, in shape. It is much lighter in weight as a rule than heretofore. Lightweight trimming is sought as well as a light shape.

THE FOLLOWING interesting remarks were gleaned from buyers of different departments:—

"KHAKI-KOOL is already spelled in seven different ways in order to overcome the trade-mark difficulty. The substitutes look just the same but have linen back with silk face and the price is much less than the original weave."

Eighty Shades in Crepe de Chine

"IF A woman wants crepe de chine and has the money to pay for it, she simply can't go away without buying for we have it in eighty different shades."

The Poor Barrel Skirt!

"We carry only a few models of the barrel skirt just to show the people that they don't want it."

No Longer Exclusive

"DO YOU SEE that lady with the brass-colored coat? There is the exact shade of it in silk on the counter. She is disappointed that we can match it even though she asked for it. You see when we have what she wants she thinks it is no longer exclusive."

"A GREAT deal of black is sold, mostly for mourning, of course, and the popular prices paid for it all through are fifty per cent. higher than last year. There is no place for cheap stuff of any kind this year, in fact."

EVERYBODY TRIED IT

Buyer for the Robinson Co., Napanee, Replied, And Had His Staff Give Independent Views

A RATHER unique appreciation of the interest these questions created among buyers was seen in the case of the Robinson Co., Napanee, where the buyer of the Ready-to-Wear Department, Mr. W. J. Campbell, not only replied himself, but had sets of questions typed for three others in the department, who answered independently. Not only are these views of interest in themselves, but they are of value to the head of the department himself.

One of those who replied, was Mr. Roy C. Root, who, is in charge of the Display Department and has also been quite successful in going out in charge of exhibits of ready-to-wear that this firm arranges for in various centres in the district.

COTTONS WILL CROWD STAPLES OUT

The views of Mr. Campbell, who besides being buyer and manager, is also vice-president of the firm, are as follows:—

1. Length of skirt?—With us skirts will be used much the same as last year. Our people did not adopt the extreme short length.

2. What will be the relative popularity of suits and coats?—With us, doing a small town and rural trade, coats and suits will go a fairly even race.

3. What colors will sell best in suits?—First, navy; second, black; third, brown and green; fourth, light fancies.

4. Will the taffeta suit be as strong as last year, or what will replace it?—Do not think so. A season that closes slow for taffeta suits does not as a rule revive with much pep.

5. Will the "barrel" skirt take in Canada?—The "barrel" will have its influence upon dress tendencies. Perhaps it will show up in the adoption of poke pockets—producing the new silhouette.

6. What will be the relative importance of tailor-made, fancy and sports wear?—Looks now to be in order named.

7. Will the coat dress sell to any extent?—Limited.

8. Any other points?—Americans are producing so many attractive cotton sports materials that soon as weather and season permits their use, will crowd staples out of the way.

SILK JERSEY WILL RIVAL TAFFETA

Mr. Root's replies to the questions in order were:—

1. Style tendencies point to slightly longer skirts.

2. For early selling suits will be stronger with coats playing a strong part in sports wear.

3. Colors depend on community. In Napanee, navy, grey, light green, brown, French blue, and checks, while in larger centres the brighter colors will be stronger, as rose, mauve, dove grey, sand, wine, amethyst, etc.

4. Silk suits will be good but not to the extent of last season, because a rival will be found in silk jersey.

5. In large cities the "barrel" skirt will meet with limited sale as it presents an interesting innovation from staple styles.

6. For junior and misses' wear—sports, fancy, tailor-made, in order. For women's wear—Tailor-made, Fancy, Sports.

7. Believe present straight lines in dresses will be good for Spring.

8. Other points—Fashion still calls for pleats and pockets and fancy bright trimmings and stitchings. Straight lines of Moyen Age unusually popular. Divided opinions in larger buying centres as to what will sell best re suits or coats. New York confident in large sale of Spring suits. Business outlook for Spring trade good but cautious buying urged in placing. Avoid plunging where goods are above their value in most cases a pleasing substitute will be found.

"BARREL? DECIDEDLY, NO!"

"Roberta Bell" replies thus:—

1. Skirts will vary in length from 5 to 8 in. from floor.

2. Suits with coats flowing closely.

3. Navy and black, dark brown and green, and lastly, lighter shades.

4. Taffeta suit popular but to a certain extent will be replaced with corded and fancy silks, such as Ottoman, faille, etc.

5. Barrel? Decidedly, no!

6. Tailor-made, fancy, sports.

7. Coat dress may sell but I think straighter and princess lines will take first place.

8. Regarding styles in general, for suits, dresses and skirts, the lines will be straight, fulness being given by pleats.

SPORTS, MIDDY AND SILK SWEATER

"K. Doupe" answers thus:—

1. From 1 to 2 inches longer; 5½ "to 7" from floor.

2. Suits will predominate overcoats.

3. Navy, black, nigger, grey,—in order.

4. Taffeta as much as last year.

5. "Barrel" will not take until it is improved.

6. Tailor-made, sports, fancy,—in order.

7. Coat dress should sell all right.

8. Sports skirt, middy and silk sweater will be better than the coat dress.

Montreal Buyers' Views

BELOW are given some opinions of buyers in Montreal departmental stores on the question of advances in prices of various staples, etc.:—

Dress Goods and Staples

Between January, 1915, and December, 1916, there was a fifty per cent. advance in cost of goods, cottons, linens, woolens. Prices for 1917 are at present, as far as the year has gone, similar to those quoted for 1916, according to supplies available. Conditions for 1917 are uncertain, cottons looking unsteady, but there is every indication of continued firmness in linens and woolens.

Gloves and Hosiery

The public will only begin to find the full extent of the advances due to absolute shortage of supplies in 1917. Advances are at least 75 per cent. The fifty cent glove of 1913 is now $1.00. There is not such a huge advance in silk gloves. The advances in hosiery are very marked, some lines that used to be a dollar cannot be handled at all under $3.50.

House Furnishings

Oilcloth which formerly sold at 55 cents must now fetch 90 cents. Owing to war risk increase it now costs 50 per cent. to lay down Scotch linoleum in Montreal. It used to cost 33 1-3 per cent. A 3 x 3 rug which in 1914 could be sold at $22 is now marketed at $44. Balmoral Tapestry carpet sold at 90 cts. in days before the war is now $2.15. Wilton carpet that used to sell profitably at 50 cents is now 85 cents. Cretonne worth 8 cents as supplied from U. S. A. 18 months ago is now sold at 16 cents a one hundred per cent. advance.



Letter from our Paris Correspondent



28 Avenue Marceau
Paris France

WHAT is most characteristic in the present fashion of dress, is that there is no special shape in favor. I should say that we are in the "Golden Days" as far as dress is concerned. No need to worry because such and such a shade, material or shape, which is the great vogue, does not suit you. Anything that suits you is fashionable! If you are only medium size, and rather plump, have a dress with pleats and a belt just below the waist to make you look taller, and you will be quite pretty. If, on the other hand, you are tall and thin, a short waist with flounced or draped bodice will make you look as attractive as possible.

The shades, as I said before, are as little showy as can be expected. In fact, the whole line is very simple and neat. The great problem is to be smart, without showing it too much, and this can only be obtained by using the finest, though not elaborate materials, and a perfect cut.

"Robe Chemise" Still Much in Favor

The afternoon or walking dress is about the same as explained in my previous article: crepe de chine or crepe Georgette, pleated or flounced, and made up into a "robe chemise," is still very much in favor. Also pleated satin trimmed with steel, silver or gold embroidered "motifs" at the shoulder piece, and on the belt, looks very effective.

Some more "dressed" costumes have been seen lately at various bazaars. Everyone knows that a stall is attractive, not by what is put up for sale, but by the seller. Therefore, any improvement in the dress is excused there by the necessity of helping the poor.

Black Satin Frequently Seen

Black satin with cream net embroidered is often seen in different styles, the prettiest of which is a kind of Marie Antoinette fichu, the edges of which go down to the bottom of the skirt.

Also a dress with two different materials, flat bodice in velvet, the collar cut in the width, and a skirt of brocade or black satin embroidered in gold, looks nice. Instead of gold, Japanese embroidery would look very fine.

Japanese and Chinese Embroideries

In fact, genuine Japanese and Chinese embroideries are becoming very fashionable. When genuine Jap embroidery cannot be obtained, an industrious lady could make some herself: it would be a very interesting pastime, in addition to the pleasure one always gets in making up something pretty; besides one always values much more what one has made oneself.

Since the out-of-door dress is so simple, and, in spite of all, a lady must have some fancy about her dress, the tea gowns and evening gowns are more attractive.

The former are long, thin material, chiffon for instance, of a light shade, say white lined with blue crepe de chine. The lining is turned up at the bottom of the skirt, thus making a kind of wide blue hem on the white chiffon. The belt is a scarf tied loose either higher or below the waist, as you like it.

Silk Jersey Revealing Lines of Figure

A silk Jersey "dëshabillé" is still in fashion, which is nó wonder, for silk Jersey is a very fine material; the shades are always pleasing to the eye, and it is so simple that it reveals the figure.

Evening gowns are mostly made of chiffon, veiled with lace or net. The decolleté is varied, according to one's



A Model From Paris

Charming simplicity is the feature of this one-piece serge frock, with its revival of the Eton collar; bow of picoted ribbon and soft little turn-back cuffs. Rings on the belt suggest eyelets, and a new effect is shown in the yoke and jumper straps coming over the pleats. Sent to DRY GOODS REVIEW *from Drecoll, Paris.*

taste. The sleeves are sometimes long and tight- this in dresses that want to remain simple—other dresses have no sleeves at all.

What is most important at this time of the year is undoubtedly the cloak.

Velours de Laine, the Most Fashionable

Velours de laine (wool-velvet), is unmistakably the cloth the most fashionable this Winter. Although it creases easily, it has won favor, because it looks so comfortable while it is very supple, and can therefore be easily adapted to the present fashion.

Wide coats are of course much worn, and the belt is an essential adornment. There are all sorts of belts; some are strips of the same material as the coat, and go all round the waist. Others are only put on the sides and seem to maintain the fullness of the coat. The front and back are then flat. Sometimes the front and back only are crossed by a kind of "martingale" and the sides are "vague."

There are still some pockets, huge ones mostly, that are put for trimming more than for practical use. With these, of course, every fancy will be nice.

Sometimes Fur Buttons With Velours

The buttons are important, too, for they are also trimmed. They are generally made of the same material as the coat. Sometimes of fur, if the coat is trimmed with fur, which is particularly fine looking on velours de laine.

Button holes are bordered nowadays. There are no longer any button holes made with the ordinary stitch, which looked pretty, but was difficult to make perfectly. Those bordered button holes are neater.

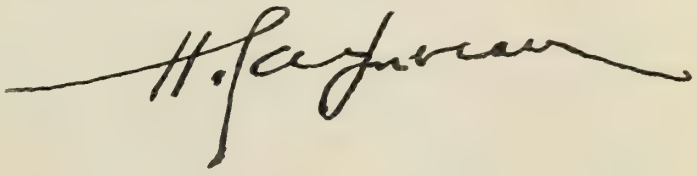
The collars are also interesting. All of them are very high and supple, so that they can easily be put up or down according to the weather. They are mostly made of fur, inside and outside. The square collars I spoke about last month, are not so much worn; they are replaced by round ones, or small capes which are then unlined, so as to keep close to the neck and back.

Wristbands of fur matching the collar look very comfortable, especially when one does not wear a muff, but puts one's hands in the pockets I referred to above. Now that our skirts are short and need not be held up in muddy weather, and our umbrellas are hanging on our arm by means of those handy "dragonnes," walking is a real pleasure.

Deer Skin Boots in Dress Shades

To finish this article, I will just mention that the most fashionable boots are made of deer skin of the same shade as the dress or the fur that trims it. The boots are high, hardly ever buttoned, but laced. Very few shoes except to match evening gowns.

Gloves are long, mousquetaire-kind, with a stripe at the wrist which adds to their smart look.



WORKING PRICES ON "FIFTY-FIFTY" BASIS

Merchandise Man Advises Older Goods to Be Moved up in Price Half-Way to Meet New Prices, and New Goods Back to "Split the Difference"—Working Out This Theory

Continuation of Talks With Buyers on Spring Prices

WIDE-SPREAD interest has been manifest in the comparative prices for 1914, 1916 and for Spring as presented in the January issue of DRY GOODS REVIEW. Extra copies have been ordered by merchants to distribute among the heads of departments, and the lists of prices in the various cities and towns have been given a careful scrutiny by buyers everywhere. The series of price comparisons is being continued in this issue with some interesting figures from Winnipeg and Calgary and other centres.

Below is given, as an introduction the substance of interviews on this subject with Merchandise Managers and heads of departments, staples, hosiery, gloves, house furnishings, etc., in which are illustrated the principles on which they are working out the Spring Price problem. One that was enunciated, the "Fifty-Fifty," has been tried out in a number of places, and is working very satisfactorily, in which instead of keeping the older stock at the low figure based on its original cost, and then jumping up, when it is cleaned out, to the excessive figure warranted by the high cost of the new goods in the same line, a sort of "split the difference" is brought into effect, the old goods being advanced and the new goods advanced—not the full per cent. but just enough to meet the new figures on the older stock. In this way a customer does not receive heart failure at a sudden rise in the old prices.

SERGES AND GLOVES

THE dress goods man in a Hamilton store was talking of the serge list to DRY GOODS REVIEW.

"The line that cost 37½c in 1914, we sold as did most at 50 cents. In 1916 it was up to $1.00 and for Spring it will be $1.25; in fact has been marked that way already.

"The one that cost 50 and went up to $1.00 is selling at $1.50 now, and serge C. that cost $1.00 and sold for $1.50 is marked $2.00 and $2.25 for Spring.

"So far as buying it at present prices, we would not touch it.

"Broadcloth A, costing $1.05 in 1914, sold at $2.50 in 1916 and will be $3.25 for 1917.

The glove man was not enthusiastic about his wares and values.

"A line that we paid $11.50 for and sold at $1.25, went up to $1.35, and now is $2.00. Fortunately the quality is the same. On these we placed a big order last Fall at $16.60. All have gone into stock at a $2 selling price.

"Another line that cost $13.50 and sold at $1.50, is now marked $2.25.

"A chamoisette that cost $4.25 now costs $8.75, and is no better. The selling price has gone up from 50c to $1.

"A silk glove that was $4.25 to $4.50 is now $8.75. We sold it for $1 in 1916 and it will be the same for 1917 as we are well supplied. The price now is $10.50 and anyone buying would have to sell at $1.25."

STAPLES

Lines	Wholesale Prices. 1914	1916	1917	Retail Prices, Midland 1914	1916	1917	Retal Prices Sydney, N.S. 1914	1916	1917	Retail Prices Calgary 1914	1916
Prints	07½ .08	.10 –.12	.12 up	.10 .12½	.15	.12½–.18	.12	.14	.16	.12½	.15
English Prints	.11½	.18½ .19	.19 up	Did not carry						.15	.20
Canadian Sheeting	.23	.33½	.45	.30 .35	.45	.45	.34	.45	.50	.30	.45
English Sheeting	21–.22½	.25	.31	Did not carry			.30	.28	.40		
White Cotton, 36"	.08	.10	.14	.10	.12½	.15	.12	.15	.17	.12½	.18
Can. Flannelette, Wh., 36"	07½	.15	.21–.22	.10	.18–.20		.12	.16	.17	.12½	.18
Do., 27"	.07½	.10	...	.10	.12½		.10	.12	.14		
Striped Flannelette, A	06 .07	.12½	.17½	.08	.18						
Do., B	09½–.10	.15½	.22	.12½	.20		.15	.18	.20	.15	.22½
Crash Toweling	.06	.09 –.10	.14	.08	.12½		.09	.13	.16		.15
Linen Crash Toweling	.08	.13½ .14	.20	.10	.15–.18		.12	.16	.18		.20
Linen Huck Toweling	.12	.15	.33	.18	.22		.40	.65	*.75		
Towels	2.25	2.70	3.25	.50 pr.	.75–.85		.25	.28	...	.25	.40
Grey Flannel	.15	.20 .22½	.28–.30	.22	.30–.35		.22	.32	.35	.30	.35
Apron Ginghams	.10	.11½ up	.17–.18	.15	.18	.20	.15	.15	.16	.15	.18
White Embroid'y Linens	.42½	.72½	.90	.65	1.00		.65	1.00	1.15		

*On cost basis of 27c in 1914 and 42½c in 1916.

HOUSE FURNISHINGS

SAID a buyer for a House Furnishings Department:—"An Axminster mat, 27 inches by 54 inches, is costing $2.75. I paid $1.90 for what I have and sold them last year at $2.98. For Spring the price will be advanced to $3.50, although the cost price to me was the same, namely $1.90. Before the war these mats cost $1.70 and would sell at about $2.50.

"The case of wool table felt is very interesting. Take a line two yards wide, all wool, that was bought before the war for 45 to 47½c per yard and sold at 65c on a close turnover. In some places here it is sold up to 75c and costs up to 49c. During 1916 the price advanced steadily from 65c in January to $1.40 in December. At the same time that it was costing $1.40, stores that had a few pieces in stock were selling at $1.25, the same as at the beginning of last year. On this cost the price for Spring would be $2.00.

"I found I had to buy some green and brown and as soon as I did this I raised the price of what I had on hand to meet the new goods on a fifty-fifty basis. That is, instead of bringing it all to the basis of the latest price of which I had purchased only a small portion, I, as it were, split the difference, and sold the new and the old alike at a price half way between what the old price would be and what the new price would have been.

"The Fifty-Fifty Basis"

"This principle I have adopted in a great many cases. That is, where I have a certain number of colors to replace or certain numbers in a given line I bring the old price half way up to meet what the new price would be if all I had got would have been at the new price. In this way I get a good profit on the old, more than average, and yet am able to sell the new and the old together at a good average profit without being too high on the new.

"I would say, take a good profit on the old stock, filling in the sold out lines in colors and sell at a smaller profit than usual on the new line, but make up your average on the old line. **A merchant must keep his prices pretty well according to the present market value in order to protect himself against the day that is coming.**

Word of Warning to Retailer

"I would utter a word of warning to the retailer. The wholesalers and jobbers have made their profits when the market has been good. When peace is proclaimed these jobbers will rush out millions of dollars of goods on the retail markets at much below war time prices. The retail men that is not loaded up and has cash to go in will undersell the other retailer. He will have to lower his prices so that his profit will be far below normal. Therefore he must make a little more than normal profit now in order to balance up for a lower profit he will have to be satisfied with a little later on.

Buy Flannelette Blankets Now

With regard to flannelette blankets. They cost originally $1.30. The price in 1916 was $1.55 and the price now is $1.85. When they were $1.30 I sold them at $1.75 on a fairly close margin. When they were $1.55 I sold them at $1.98 at special sales. Now I have raised them to $2.25, the cost ranging from $1.55 to $1.65. I must raise the price to $2.50 unless my present supply holds out. My information is that before long placing for Fall will be at $2.20 or $2.25 and therefore early placing in the case of flannelette blankets is advisable."

Window Shades Too Low

"One thing that we have been very lax in generally has been window shades. These used to be $2.50 and $2.75 and now we pay $5.00 per dozen for them. Lots of stores have to pay this for certain colors that they are out of, with the regular goods costing them $2.50 and $2.75 that they have in stock. They should in that case raise the old ones to 60c as soon as the new goods come into stock. I bought my shades at $4.15 and have raised the price to 55c. At the new price they certainly should be 65c. Most of us have been sacrificing our window shades and have not advanced them according to the wholesale prices.

"Cretonnes that used to cost me 7½ to 9c and which I used to sell at 11½ and 12c, are now costing me 12½ and for the past Fall I sold them at 18c and will for Spring as I can duplicate them for the same price for my Spring selling.

"The 40c line of chintz last Spring is good 50c value to-day. Down proof that sold one year ago at 35c must sell at 45c and 50c to-day. One shilling one penny is the English price.

"In cheap nets the 15c line I used to sell at 22c and when it went up to 22c wholesale in 1916, I sold it at 28c and will mark it at 35c for Spring. The new designs will cost 33c but I covered myself at 28c.

"Scotch Madras we held at 19c from 1914 until last Spring. For 1917 the price will be 25c, the first advance I have made. The cost of these was 10 to 12c; now the cheapest that can be bought are 14½ to 16c.

Keeping Down Lace Curtains

"Lace curtains that cost me 33c originally I sold at 49c. In 1916 these cost 50 and I marked them at 60 and 65. Now they cost between 60 and 70c and the cheapest one that can be sold will be 80 or 85c. However the price must be kept down to meet the demand or it would cease.

(Continued on page 115)

MARKET REPORTS

COTTON BLANKETS IN BIG DEMAND: PRICES HIGHER

High Price of Wool and Scarcity Has Sent Demand to Cotton Blankets—Up 15c Pair During Month—New Cotton Lines for Fall 20 Per Cent. Higher.

COTTON.—Intimations made in these columns in our last issue stated the price of cotton goods from the mills would be in the neighborhood of 15 per cent. higher than the list of August, 1916. This information has been confirmed and the statement is made that the advance will average nearer 20 per cent on the whole than 15 per cent. The new lists are expected to be placed in the hands of the wholesalers by the middle of February. There will no doubt be a revision upward on the part of the wholesalers to conform with the higher mill prices. Where stocks are carried in these lines it is anticipated that the wholesalers will not move their prices up to take full advantage of the market. Where their stocks are low they will be compelled to make the full advance as they will be dealing with the dearer materials.

Some of the wholesalers made a general advance of 10 per cent. on their entire line of dry goods during the month of January. One of the lines which thus came under the increased price are cotton blankets. In these lines there was an advance of 15c per pair. On the Dragon, 10/4 for instance, the price was increased from $1.15 to $1.30. On the Dragon 11/4 the price was moved up from $1.35 to $1.50. On the Dragon 12/4 the increase was from $1.65 to $1.85 per pair. On the IBX grade of cotton blankets 10/4 are now $1.35, the 11/4 are $1.55 and the 12/4 are $1.90, or in other words, 5c. higher than the Dragon. There is an extra heavy demand for these blankets due to the fact that the scarcity of wool and the high price of woolen blankets has driven the demand to cotton blankets. Wholesalers state they could dispose of thousands of pairs more than they are able to get. The mills are working to capacity on this class of goods but are unable to meet the demand.

Cotton Down; Finished Goods Up

The situation in the dry goods market has not improved during the past month. Wholesalers have but one alternative, namely, to place their orders and wait for delivery. Mills are unable to give guarantee of time of delivery or price at which forward shipments will be made. In this way because of short lines some wholesalers reluctantly place orders. What seems to be a strange condition in the market for dry goods is the fact that the raw cotton market has been on the decline while the price of the finished goods has been on the increase. Wholesalers state they can see no justification for lower prices, and assert their belief that the raw cotton market is governed purely by the speculative element at the present time. Repeat orders placed with the mills by wholesalers invariably carry an advance. In linen goods wholesalers are unable to get any price quotations whatever. The same condition holds true in certain lines of dress goods, cloths and tweeds.

Goods Going Into Consumption

The manager of one prominent wholesale house stated it as his opinion that he believed the cessation of hostilities would send the prices of all cotton goods down. He based his assumption on the fact that cotton went tumbling after the American Civil War even in the face of the possibility of a few lean productive years. Another wholesale manager, however, was of the opposite opinion. He believes there is no question but that cotton will go higher on the coming of peace. He bases his opinion on the fact that at the present time rumors of the prolongation of the war send prices down but rumors of probable peace send the price of the raw cotton up. Cotton piece goods stocks in wholesalers' hands, are stated to be comparatively low at present. All Canadian staple goods are very short. The worst trouble in deliveries is stated to be with the Canadian railways. Canadian mills have been called upon for the bulk of the supplies through the cutting off of the English and French markets. They have been loaded up with orders and deliveries are considerably delayed. Delivery of print cloths is very poor at present. Where formerly it had been the custom to get this class of goods forward in fifty and one hundred case lots they are now sent forward in five, ten and fifteen case lots. Delievery from Manchester mills of goods ordered some time ago are stated to be good. Trade in dry goods lines is reported good, particularly in the larger centres. Reports from dealers state the goods are going into consumption.

Cotton Declines 3c in Month

Throughout the entire month of January raw cotton held fairly steady. The month opened on January 3 with spot middlings at 17.55c. On January 8 it was quoted 1c higher at 18.55c and the following day went as high as 18.80c, the high point for the month. From that point there was a gradual decline until January 22 when the price had reached 16.75c per pound. A rally occurred in the market toward the end of the month and on January 23 spot cotton was quoted at 17.05c per pound. On January 31 it closed at 17.55c. With the note of the German Government to the United States cotton on February 1 dropped to 14.75c per pound and on February 2 was still weaker at 14.30c. As to whether or not the price will continue to remain down is a question for the future. Prices on some standard lines are:—

Cotton duck, 8-oz., per yard	$ 0.21½	.....
Cotton duck, 10-oz., per yard	0.27	.....
Cotton bags, 12-oz., per bale 100	27.75	.....
Cotton bags, 14-oz., per bale 100	32.75	.....
Print cloths, 31" 76x80s, light browns.	0.12	$0.15
Print cloths, 31", 76x80s, indigos	0.15½	0.18½
Tickings, 9-oz., A.C.A.	0.28½	0.32½
Standard shirtings	0.19½	0.21½
Cotton blankets, Dragon 10/4, pair	1.30	....
Cotton blankets, Dragon 11/4, pair	1.50	....
Cotton blankets, Dragon, 12/4, pair	1.85	....

IBX cotton blankets 5c advance over Dragon.

SUPPLIES OF ENGLISH YARN ARE NOW BEING DELIVERED

Sales Made Last October Were First Made by Some English Concerns Since December of 1914—Deliveries Now Being Made on These Goods

YARN.—Supplies of woolen yarn are now coming forward from English manufacturers to their representatives in this country, that were placed on the market in October of last year. Sales have not been made of any English yarns for some weeks past but orders that were taken in October are now arriving in Canada for delivery. Canadian yarn mills are working to capacity with orders that will carry them well along through the first half of 1917. For the most part Canadian mills will not accept orders for delivery later than June. Prices for Canadian yarns have held steady during the month past. Supplies of wool for the manufacture of these yarns are coming forward slowly under the operation of the embargo which allows the wool to get out only on permits. In the United States some of the spinners are filled up with orders, with big orders placed recently by underwear knitters.

In cotton yarns in the United States there has been lack of forward buying and prices of this commodity have declined. Offerings at the lower quotations have resulted in few sales. In that country there has been considerable selling of cotton yarns by manufacturers who had either overbought for fear that they could not get deliveries or who have yarn that cost them so little in comparison with recent prices that they decided to let it go rather than keep it to manufacture into goods. Cotton yarns in the United States are coming forward from the spinners better and they are not so far behind on deliveries as they were. Spinners and commission houses report light stocks of cotton yarns on hand in the United States. Following are the quotations on Canadian yarns:—

	White.	Colored per Lb.
40's	$1.10	$1.35
42's	1.16	1.41
44's	1.20	1.45
46's	1.26	1.51
48's	1.31	1.56
50's	1.37	1.62
54's	1.60	1.85
56's	1.70	1.95
58's	1.80	2.05
60's	1.96	2.21

SHIPMENTS OF NEW ZEALAND AND AUSTRALIAN WOOL OFF

Importers in Canada Hope That Arrangement Will Soon Be Completed Whereby Supplies on a Percentage Basis Will Come Forward

WOOL.—Importers of Australian and New Zealand wool who bring their supplies direct from those countries by way of the Pacific Ocean through the port of Vancouver are unable to get any wool at the present time. Embargoes have recently been placed on all New Zealand and Australian wools by the respective governments of those Dominions in conformity with the requirements of the British Government. Wool shippers in that country who have been sending direct to Canada have entered into negotiations with the New Zealand and Australian Governments with the idea that a certain percentage of the former shipments of wool might be allowed to come forward to Canada. It is hoped that this arrangement will be consummated in the near future. In the meantime supplies of wool from this source and by the direct route are shut off altogether. Two boats which recently arrived at Vancouver did not carry a pound of wool.

Wool is continuing to reach Canada by way of the London wool sales, although in limited quantities as the embargo has operated to greatly curtail supplies reaching Canada. It is necessary to get permits for any wool that is now brought forward and this often causes vexatious delays. At the close of the London wool sales on January 16, it was shown that the upward movement has been checked for the present at any rate. These were the first auctions since the Government took control of the clip and the buying was evidently limited to actual requirements. Prices at the close of the sales compared with the December sales showed that crossbreds and Cape of Good Hope and Natal wools were 10 per cent. lower and merinos 5 to 10 per cent. lower. It is estimated that during the sales in January there were 71,000 bales sold, principally to the home trade, with 11,000 bales held over. There is a big demand for wool but business is quiet in the wool trade due to the fact that direct shipments of Australian and New Zealand wool are shut off and supplies are coming by way of London in limited quantities.

FALL HANDKERCHIEF SAMPLES OUT IN FEBRUARY

Big Run on Silk Nets and Fillet Laces—Shipping Difficulties May Send Prices Still Higher—Swiss Shipments Unsatisfactory.

LACES, EMBROIDERIES, NETS.—There has been a good demand for silk nets during the month. Valenciennes and fillet laces are also in good demand. Guipure laces are likewise developing strength from the demand side. There is still great difficulty in getting shipments of this class of goods forward, particularly with the Swiss manufactured article. Shipments of English goods have been fairly satisfactory but there is increasing difficulty in getting the goods forward from Switzerland. According to a ruling of officials at Ottawa importers of Swiss goods are permitted to bring their goods by way of Rotterdam and New York instead of by direct passage from Liverpool to Montreal. It is pointed out that this will necessitate a slight increase in the duty to be paid of 2½ per cent. but that an advantage will be gained through greater celerity in getting direct shipment by the Holland-American line. At the present time there are hundreds of cases of laces of various kinds held up at Rotterdam for shipment to this country by way of Liverpool. If the shipments are permitted to come by way of Rotterdam, Falmouth and New York importers believe that the congestion will be somewhat relieved at that port. As to what effect the entry of United States into the war will have or the depreciations of the submarines remains a question for the future to decide. Importers assert their belief that it will be an exceedingly difficult matter to get goods forward at all by next Fall if the present conditions continue.

At present lace dealers are making deliveries of goods that have been booked some time ago. This is a quiet season for the lace and embroidery trade. Some dealers will start their travelers on the road on February 15 with samples of handkerchiefs for the next Fall and Spring. They will also carry sorting samples on curtains, laces and embroideries but the bulk of the business is expected to be from the handkerchief end. Prices in most lines held steady during the month. In England many of the lacemaking plants are partially utilized for the manufacture of shells. The calling out of the men for military service and the scarcity of linen and cotton tends to lessen materially the production of lace. Many makers are disinclined to quote for future business. The advance in price of nets is extraordinary, owing to the large number of machines being requisitioned for the British Government.

DELIVERIES OF SILKS POOR; CANCELLATIONS BY MFGRS.

Yarn Dyed Lining Satin Now Completely Out of Market—Wholesalers Anticipate Prices Will Have To Be Marked Up 5 to 10 Per Cent.

SILKS.—Through poor deliveries and inability to get goods already ordered from the manufacturers a more serious situation is develpoing in the silk industry. Wholesalers in some instances have received notification of the cancellation of orders by Swiss manufacturers. They are unable to make deliveries of some lines through difficulties attending the manufacture. The embargo on the raw silk by the French and Italian Governments, while it has not shut off the supply altogether, has made it increasingly difficult to get supplies of raw materials. In the face of this condition some wholesalers state that available stocks will inevitably be marked higher. In yarn-dyed lining satin there is practically none obtainable at the present time. With the exhaustion of stocks of these in the hands of wholesalers the market has been cleaned up. The piece-dyed lining satins are now the only available materials obtainable.

One of the lines that bids fair to be in strong favor this coming Spring and Summer are the poplins. These are an adaptation of the khaki-kool type of goods so popular recently in the United States. They are made up in sport effects of stripes and striking figure designs in rich and striking colors. In color they are louder than has been the prevailing mode for some time past. Prices of these range from 87½c to 95c for the silk and cotton goods, $1.25 to $1.50 for silk and wool and the all-silk failles from $1.75 to $2 per yard. These goods are being brought in from the United States. Indications through sales that have already been made by wholesalers show that the anticipations of heavy runs on crepe de chines and taffetas will be realized. One large concern stated that fully three-fourths of their orders thus far, are for taffetas. The price of Japanese silks are in firm market, the 8 M/M being quoted up to 2c to 3c per yard and the 10 M/M up 2c to 5c yard. Duchess mousseline is also in firm market, the lower quotations in certain instances being off the market. Business in silk lines has been good. Makers are besieged with orders. This is true in particular with the only Canadian ribbon factory, although trade in ribbons is reported somewhat quiet on the road the demand for Canadian-made goods has sent a bigger demand to this factory, and has caused them to work to capacity. Following are quotations on silk lines:—

Duchess mousseline, per yard	$1.15	$1.25
Pailettes, per yard	0.95	1.00
Japanese, 8 M/M	0.75	0.78
Japanese ,10 M/M	0.80	0.85
Crepe Georgette, per yard	1.15	1.25
Crepe de Chines, per yard	1.10	1.25
Taffetas, per yard	1.05	1.25
Lining satin, piece-dyed	0.85	1.20
Poplins, silk and cotton, per yard	0.87½	0.95
Poplins, silk and wool, per yard	1.25	1.50
Poplins, all-silk failles, per yard	1.75	2.00

HAND-EMBROIDERED LINENS HIGHER; LABOR DEARER

British Government Has Established Minimum Wage Which Necessitates Increased Labor Cost—Linen Yarn Situation Becoming More Acute

LINENS.—The situation in the linen market is daily becoming more acute. At the present time no yarns can be sold or delivered in Ireland or elsewhere without the sanction of the British Government. There are fears that the stocks of yarns may be commandeered and taken over entirely by the Government for use in aeroplane cloths. If this comes about linen men assert there will be no telling as to where prices may reach. They will then have to depend on available stocks and when these are exhausted there will be a dearth of materials. A factor that has operated to send the price of high-class embroidered sheets, tray-cloths, runners, five o'clock tea cloths, pillow cases to still higher levels is the minimum wage established recently by the British Government for the workers. This has meant a considerable increase in the price of manufacture and this will necessarily have to be passed along to the consumer. Higher prices can accordingly be looked for. Confirmation has been received by letter of the advance of 10 per cent. reported in coarse linens last month. This will represent an advance of that amount over the October list of linens. There has been a fairly good sale of linens to department stores. Deliveries have been coming forward with reasonable sureness and in comparatively good time. Demand for linens of the better grades, however, is not heavy owing to the high prices. From present indications there will still be higher prices and when available stocks are exhausted there will be a still greater scarcity, even a dearth of these goods. There is a good inquiry for medium and low-priced linens but supplies of these are very limited.

Market Notes

A FINE quality of repp called "Vice Regal" retails at 27c and 30c a yard. Novelty voiles in Paisley effects retail at 55c and 60c a yard. A silk and cotton mixture chiffon in plain colors retails at 60c. "Irish linen pongee," which is half cotton and half linen and which retailed before the war at 25c is now 40c.

Pure linen sheetings are so scarce and so abnormally high in price as to be placed in the "not-to-be-had" category.

Grey and white cottons are so difficult to get also, that they are retarding sales.

Cotton warp de laines which now replace the all-wool variety, retail at 65c a yard. The all-wool quality used to retail at 50c. The union goods coming over now are woven and printed in England. Before the war the printing was done in Alsace, but that of course is out of the question now. The designs used on the present turn-out are dainty and small and quite French in effect, which indicates how quickly the English firms rose to the dictates of necessity.

While broadcloths are again in demand for Spring, they are so scarce as to be priced at $5 and $6 a yard, retail.

LINEN BLEACHING IN IRELAND

IN A report on the linen industry issued by the U. S. Department of Commerce, W. A. Graham Clark refers to the advantages of the Irish climate and atmosphere for linen bleaching. In that country, he states, linen can be bleached out of doors all the year round, and the results obtained are so excellent that the best of the Continental linens are sent to Ireland to be bleached; its only competitors are some of the bleaching greens in northern France. The Irish bleach-works are situated in the country, away from the smoke and dirt of the city, and in proximity to a good supply of water and to grassy fields.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, FEBRUARY, 1917 No. 2

DESERTING REGULAR CUSTOMERS FOR M. O. HOUSES

A PECULIAR form of temptation has been set in the path of many manufacturers and jobbers in Canada during the past two years as a result of the universal scarcity of goods in many lines by the cutting off of European supplies. The Mail Order houses and the big department store buyers have been given carte blanche to stock up in the staple lines with little limit on the cost. They had to have the goods for their regular trade and an extra amount for the increase in trade that was inevitable through the curtailed stocks in the smaller stores throughout the country. These "big" buyers swooped down upon many mills and wholesalers who had never received an order from them before, and who thought the new step was a move that would guarantee them steady orders in future from these houses. Many were flattered at the new-found discrimination displayed by the department stores, and could not fill the "test" order too quickly.

This evidence of "friendliness" on the part of these big buying houses has been in evidence ever since. Not that the first order was repeated, or ever will be. Having cleaned out the first firm the buyer proceeded after any other that might accommodate him. And often the manufacturer "fell" for it. In the months that followed, his regular customers, having felt that he would protect their interests, came to him for goods,—his "cupboard was bare." The manufacturer had the pleasure,—and feeling of pride it may be,—with the one or two large orders that may never come back from the same M. O. houses, and his regular customers, on whom he must depend for the bulk of his business in future, went away disappointed and "sore." And rightly so.

We would like to urge on those manufacturers and wholesalers who have succumbed to this rather subtle temptation that on two accounts it is unwise to be lured in this way. They owe it to the merchants who stood by them when the bigger houses bought elsewhere, to protect these smaller merchants, and, apart from the moral obligation, it will be to their permanent interest to hold stocks for their old customers. In the mind of many a merchant in Canada there is a "blacklist" stowed away, comprising the names of those supply houses who failed them in the hour of need. And all the "jollying" that has been attempted in some cases will not avail them in the after days when the tide will have changed and they will have to go after the buyer. Where he was "short" on stocks he will be "long" on memory.

* * *

THE DRY GOODS REVIEW is moved to utter this warning from several incidents that came to its attention during the present month.

SEE THAT YOUR BUYERS GET IT

THE leading article in this issue, like the Price Comparison feature in the January number, is of a most practical nature. It contains the opinions of some of the most prominent buyers in their special lines in Canada on the goods they consider will be the best sellers for Spring, as well as the colors, and the styles that their long experience lead them to feel will be the top notchers. It will pay the department heads in your store to give these opinions a close study. The views submitted not only contain the answers to series of questions that were presented to them, but, quite as valuable, the reasons for these beliefs are attached. These replies will help to solve many knotty questions that are in the minds of buyers all over the country in the face of the many new fabrics and styles that are being offered this Spring.

The merchant should see to it, then, that the issue or issues of DRY GOODS REVIEW that come to his store are placed in the hands of the buyers interested as soon as possible, that they may be guided in the Spring buying that still remains, and may watch the more carefully some lines of stock that they have on hand or on order, that run counter to the general line-up that obtains among the majority of the opinions that are quoted.

Summary of Spring Fashions

READY-TO-WEAR

Suits.—Straight lines continue in Moyen Age, Russian and Empire effects; fulness by means of pleats or gathers in both coat and skirt; pockets and belts vary infinitely, but are almost always present; English walking effects favored in wool suits. Silk suits to be stronger than ever before.

Skirts.—Most important to Spring and Summer trade; plaids and stripes in one or more color effects; straight lines; a few cut circular; barrel silhouette nowhere favored; shoe-top length; average width 2¼ yards; wash skirts in all white or striking designs selling well; silk and satin very strong.

Blouses.—Active because of separate skirts; Georgette, crepe de chine and voile the big leaders; slip-over effects in many styles shown; Russian blouse stronger than for the Winter.

Coats.—Spring to be a big coat season; smart styles, colors and materials offered; straight lines prevail; some inclination towards Eton effects; finger-tip length for sports wear; otherwise longer to full length.

Dresses also selling fast, especially one-piece effects. White phenomenally strong in serge, taffeta, gabardine, as well as sheer materials. Staple dark shades, shantungs and sports effects in Khaki-Kool, Yo San, etc., good. Chemise house dresses becoming popular.

Underskirts best in taffeta; more supple and narrower than last year; barrel style a novelty, but not in demand.

Bathing Suits.—Middy and dress styles favored this year. Mohair scarce, but silk, "surf silk" and other materials taken.

DRESS FABRICS AND SILKS

Silk.—Immense variety in weave, color and design; all types strong; taffetas, shantungs, Habutai and novelties like Khaki-Kool, Yo San, etc. Satin charmeuse also having big run for gowns, suits and skirts. **Cotton.**—Ginghams strong once more in Scotch and one-color plaids, checks, etc. Prints in new line of stripes. Repps, Oxford shirtings, wool weaves, voiles in white, plain colors, stripes and Paisleys; batiste and fine Swiss embroideries all in big demand.

Pile Fabrics.—New sports coatings and Fall suitings of cotton pile fabrics with silk finish very attractive; fancy stripes and plain colors offered.

Woolen Goods.—Serges lead; plain and many fancies to be had; white good again for Spring; gabardine, velour and Poiret twill strong; Gunniburl a new weave.

MILLINERY

Earliest style small, of satin, and with fantastic Oriental trimming; tailored straws follow, with wing and feather stick-ups; small bouquets of flowers, fruit, etc. Then come larger types, hand-work, more flowers and of natural colors; ribbon hats selling now; both bright and conservative colors shown: chartreuse, purples, deep old rose, greens, blues, tans and greys all good, with crepe de chine or Georgette combined with straw; lisere, tagel, hair and chrysanthemum braids best.

ACCESSORIES

Neckwear.—Flat Georgette in lead; novelty shown in Khaki-Kool, and in slip-over and "wall" style in organdie and other sheer materials. **Veils,** both small and large favored; chenille and thread embroidery best; novelty in shaped veil to fit closely over hat brim, face and hair. **Boas** to be very strong in ostrich and marabou, also small tulle ruffs. Biggest sales of **ribbons** in narrows; wides on the way to some extent. **Handkerchiefs** for next Winter to have brilliantly colored but fine embroidery. Filet lace growing in favor. **Parasols** novel, fancy and bright colored to match costumes. Short handles and small sizes lead. **Belts** becoming more important with continued favor of one-piece dresses. **Gloves** best in staples; novelties almost nil; pale shades favored now; deeper than costume color for new Spring suits. **Buttons** of Chinese and old coin character and filigree metal are novelties; pearl and celluloid favored generally.

HOUSEFURNISHINGS

Carpets of solid color, with plain border of deeper tone the most notable fancy at present. Brown, green and blue favored. Cotton pile draperies increasing in demand for next Fall. **Wallpapers:** Floral borders on conventional and shadow-effect walls good. Natural designs favored.

Footwear.—Tans, greys and all white leads. Cloth top and all cloth to have big sales for Spring. High cuts still preferred. Some fancies in high-priced novelties offered.

FANCY GOODS, NOTIONS AND TOYS

Colored, white and unbleached cottons for needlework; honeycomb or "waffle" cloth the latest to be embroidered; centre-pieces large; hand crochet losing none of its vogue; colored crochet increasing; higher colors coming for whitewear embroidery; French effects in compact designs; French dots, cross-stitch and some shadow work with touches of black and white favored.

SOMETHING NEW IN TOILET PREPARATIONS.

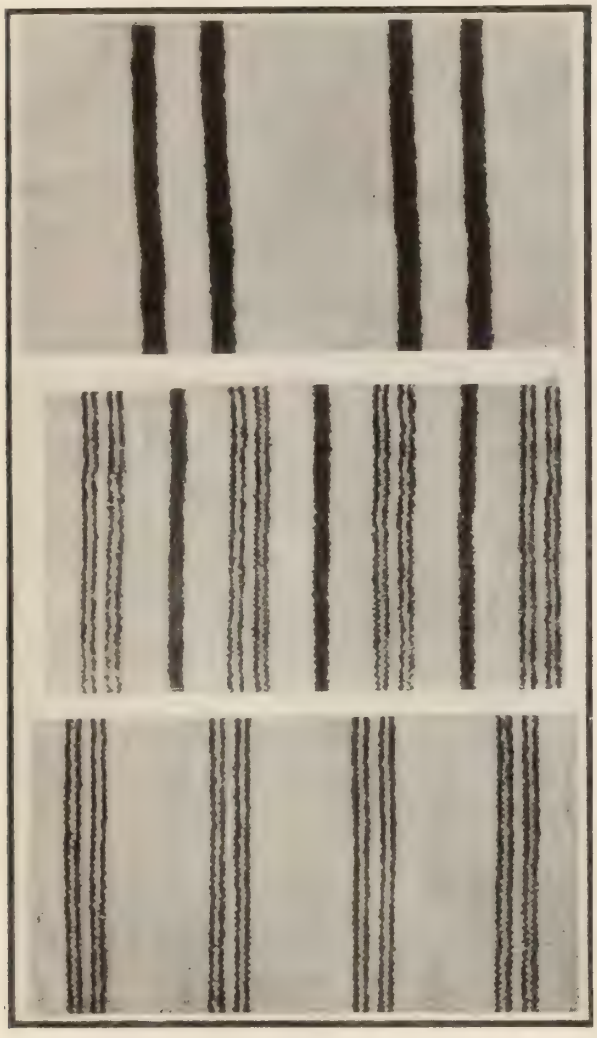
Just a dainty little silk case that opens like a book—but the leaves are chamois and the covers are filled with delicately perfumed powder. This powder puff comes in blue, pink and white, each in a transparent case, and will make a strong appeal to the ladies. It is already very popular with Canadian ladies in England. The Peace Pillow Co. of London, Eng., manufacturers of this novelty are offering it to the trade packed in boxes of one dozen, striped chiffon velvet with a white satin under blouse assorted colors, together with an attractive show card.

DRESS FABRICS AND SILKS

RAGE for SPORTS SILKS

Strong Demand for These and OtherNovelty Lines —Khaki-Kool and Yo San Among Leaders in New Lines

FORTUNATELY for manufacturers silks are not confined to one or two weaves this season. While there is a strong vogue for Khaki-Kool for skirts, suits, dresses, hats, bags, parasols, neckwear and what not, and it is already shown in the shops in great variety of color, design and cut, the retail suit prices begin as a rule with $50.00 as the lowest. That necessarily makes room for other materials, and the biggest silk business yet, is expected this coming season.



New Canadian Coatings

Fancy stripes in black or colors or both on white grounds in thick cotton pile. Fabrics are excellent for sports' coats and are already promised favor for next Fall. These Samples are shown by H. V. Cowie, Toronto.

For communities where women pay from thirty-five to fifty dollars for their Spring suit, silk jersey taffeta, gros de Londres and silk faille are already enjoying a decided run. The early doubts as to whether jerseys would be really strong in Canada seem now to be dispelled and many and beautiful are the models being sold. The color range is excellent, too. Besides conservative colorings and some fancy stripe and check patterns, jerseys are shown in all white, Copenhagen, magenta, flame, Nile green, apple green, emerald, gold, cerise, canary, yacht blue, tennis, brown, mustard or any other brilliant hue one might fancy.

White With Others in Daring Designs

For the coat-dresses or any of the one-piece dresses satins, poplins, taffetas, foulards and all varieties of shantungs are shown. White is losing nothing of the strength which was promised from the beginning, but frequently it is combined with the same material in daring designs. Chinese manuscripts, Egyptian obelisks, jacquard effects, discs, anywhere from two to five inches in diameter and comprising several colors, large broken plaids, squares of Persian patterns; these are the designs, almost as loud as the clang of battle, which are characteristic of 1917.

A novelty material of rich finish and fine texture is called "Sportoplin." It is like a fine but heavy quality of silk poplin and is usually made up with the cords running lengthwise instead of crosswise.

Pussy willow taffetas and heavy crepe de chines have large brocaded designs in floral, Chinese and Persian effects, in Oriental colorings closely interspersed with gold or silver thread. Even the prime foulards have branched out into the dash of other silks and are shown in solid dark colors accompanied by the same with large, bright spots.

Eolienne is being shown in the shops again, in plain colors. One attractive piece had self-colored satin diamonds about two inches in diameter.

Yo San in Big Range

Like Khaki-Kool, Yo San is very high in price. It is a finely finished raw silk of smooth, firm weave and comes in a big range of fancy stripe, spot and check patterns. So much has it the appearance of fine linen that it is being substituted in that thread. Both are said to have almost immeasurable capacity for wear. Yo San is to be had in black, and black and white effects as well as in colors. One popular pattern is a ¾-inch check of black and citrus.

A novelty fabric shown so far only on some New York hats is a long-napped silk jersey cloth.

Some Spring silks just arrived in New York from abroad are in camaieux colorings with tans, China blues, and greys predominating; many-colored effects including Bordeaux, dark greens, taupes, duck-blue, etc.; Egyptian

and jacquard effects and vivid colorings; sport effects on fleur de toile gauze in contrasts as black and fuchsia, seal brown and king's blue, fuchsia and grey; and hand-printed Paisley on crepe chiffons and fleur de soie.

With all this striking variety available the season looks like one of sports wear and novelty colored silks for all who are not directly affected by war losses.

NEW WOOLEN DRESS GOODS

Several New Weaves Introduced to Canadian Trade.

SEVERAL of the new weaves shown within the past month in New York are already in Canada. One of these, "tricotine," resembles wool jersey very closely though it is a woven and not a knitted fabric.

"Gunniburl" is a light, loose weave with the appearance of gunnysacking, except for its more "classique" colorings.

Wool jersey is being made in Canada now, which will help to relieve the big demand for it and the difficulties of getting shipments from across the line. It is given the name of "Murray Bay" jersey cloth. The reason it was not made here sooner is said to have been due to inability to procure knitting machines, and that difficulty is now overcome.

Serges for Spring

Serge is taking a leading place in Spring apparel, not because we prefer only the old staple things nor because we want only sports effects, but because serge is to be had in the newest as well as the oldest coloring and designs. The new blue shades with gold or white stripes, greens with old rose, greys with black, purples with citrus, all the favored colorings in fancy stripes and checks are to be had in serge for suiting and separate sports skirts. In addition fine qualities of navys, blacks, and greys are also to be had, though wholesalers cannot procure them with the ease they once did.

Paper Fabric as Substitute

A fabric of paper has been offered in the United States for coats and suits for men as well as women, if wool continues to advance in price. However it meets with almost no approval so far.

BELTS FOR ONE-PIECE DRESSES

BELTS are increasing in importance with the continuance of one-piece dresses. Novelties in two shades of brown suede are shown for the various tan and gold shaded Spring dresses; black patent leather of two to three-inch widths with white kid buckles, for the white serge and white taffeta gowns, and many fancy beaded and embroidered belts, and sashes of satin or faille are to be had also. Chinese ornaments and tassels are popular touches seen on some collections.

RETURN OF GINGHAMS

In Standard Checks and Scotch Colorings—Two-inch Green Stripes and Four-inch Spots in Gabardines

CONTRARY to some very early expectations, highly colored sports cottons are being taken up readily throughout Canada—so say salesmen on their Spring journeys. A wide range of large stripes, checks and spot patterns is shown in all weaves, and to those are added printed floral effects in dainty Oriental and French design in the sheer materials such as voiles, batiste and cotton delaines. Yarn dyed voiles in stripes and plaids are taken also.

Fine repps show these striking sports designs and color combinations. Frequently greys figure prominently with the bright colors. An excellent range of solid colors is to be had also. Maize and a dark shade of old rose are frequent, but greens, Copenhagen, shell pink and all high colors are selling well.

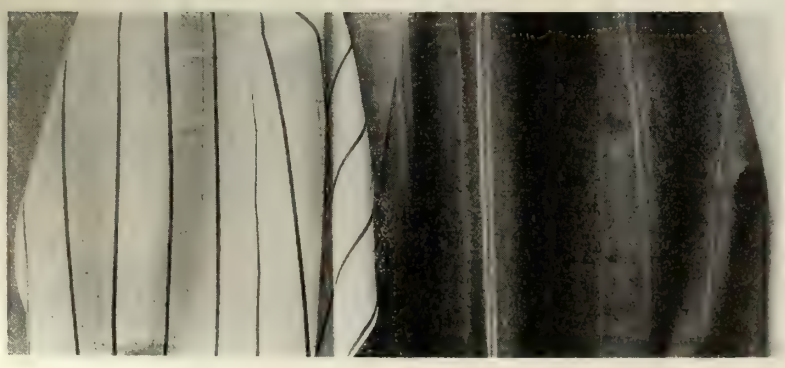
One reason offered for the very great prominence of Scotch plaids in cotton goods is the return of ginghams to vogue this year. They had to step almost out of sight during the seasons past when cotton crepes and crepons ruled, but now they have gone out almost completely and ginghams have returned with their standard checks and Scotch colorings. One color plaids on light or white grounds are popular also.

While the prints which one sees on the storekeepers shelves year after year are still to be had, new and attractive galatea stripes are shown in various colorings which will no doubt please those customers who always indulge in prints. These prints retail at 20, 25 and 30 cents a yard.

Wide Stripes and Huge Spots

Oxford skirtings, cotton panamas and gabardines are keeping noticeably to the fore. These too are in the range of patterns mentioned above and are to be used a great deal for tub suits as well as for separate skirts. One pattern on gabardine was of two-inch green stripes with a deeper shadow green running diagonally in the stripes and opposite to the weave of the cotton. Another had rainbow stripes forming spots four inches in diameter, on a white ground. These materials are reported as selling surprisingly well throughout all Canada. People do not care to be left with the popular things coming in at the end of the season this year as many were with the awning stripes last year.

But despite the strength of color and variety of patterns, all white wash goods are selling better than ever and are to be quite as much a la mode as are colors.



Spring Suitings

At left is Silverbloom suiting in cream color with black and fine green stripes. Right is dark green St. Nicholas cloth, a mohair and wool combination, with single and double dull gold stripes. Both materials come in wide variety of colors and stripe patterns, especially adapted for Spring and Summer suits. Made by Lesher & Whitman, New York.



CRUM'S STANDARD PRINTS.

For the Shipper.

This Print was established in 1787 and has a world-wide reputation. Sold under the well-known Rising Sun ticket, it thus carries a guarantee as a thoroughly reliable fabric of great durability and fast colours, and entirely British make.

For the Jobber or Wholesaler.

You are absolutely safe in holding stock of this all-the-year-round Cotton fabric, and never has the use for prints of a guaranteed quality, fast colour, and new designs been so great as now, when women of the Empire in every corner of the world are finding new uses for prints in their home and war-work industries.

For the Maker-up.

These should be used for your up-to-date overalls, aprons, women's and children's dresses and blouses; true colours, fast to sun and wash—indigo, light and white grounds in a variety of designs and colourings.

For the Retailer.

Stock these prints in both piece goods and made-up garments, and you are sure of fast colour, good design and reliable cloth. Most attractive and novel designs in stripes, spots, and floral effects.

In case of difficulty, write to

Calico Printers Association Ltd

(Advt. Dep't.) ST. JAMES' BUILDINGS, MANCHESTER.



To handle Rossendale Empress Zephyr is to increase the goodwill behind all your merchandise.

It is eminently suited for wear by women engaged in war activities. For dresses, blouses, overalls, and also for children's wear.



See this Ticket on every piece.

ROSSENDALE EMPRESS 32IN. 54YD. REVERSIBLE ZEPHYR

From Leading Jobbers, Wholesalers, and Shippers.

In case of difficulty, write to

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Advertising Dept., St. James' Buildings, Manchester, England.



"Steelclad" Galatea.

(Made in Canada)

The Cloth for Nurses' Uniforms

Among hospital and private nurses "Steelclad" Galatea has earned an enviable reputation. They have found by experience that uniforms made from it wear longest, wash best, and are in every way most serviceable.

In the home, too, "Steelclad" Galatea has abundantly proved its all-round usefulness and superiority. Its substantial body, perfect weave, neat patterns and fast colors make it the favorite fabric for house dresses, school girls' frocks, and children's blouses and rompers.

Our "Romper Cloth" is a heavier material of the same style, designed and woven especially for the hardest kind of children's wear.

These "Made-in-Canada" fabrics provide the surest foundation for Canadian trade.

Dominion Textile Co.
LIMITED

Montreal **Toronto** **Winnipeg**

Manufacturers of
200 Qualities of Printed Goods in 30,000 patterns
1,000 Qualities of Greys, Whites, Sheetings, Cambrics, etc.

DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

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A.B.C. Code, 5th Edition.

We specialize for the Ladies' trade only, with the latest novelties in Costume and mantle cloths.

We also make large quantities of our own Standard qualities for stock, comprising piece-dyed Cheviots, Harris, Donegal and Homespun mixture effects.

Also mantle cloths in mixtures and piece dyes, Blanket and Velour finish, various weights and qualities, so that customers can have good deliveries by return.

WE GIVE SPECIAL ATTENTION TO THE SHIPPING TRADE.

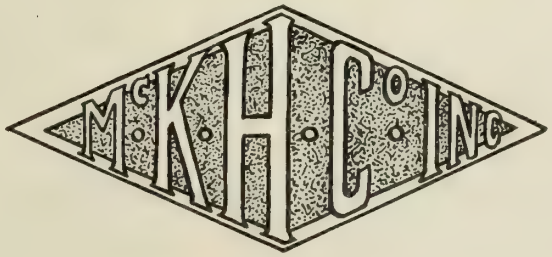
Agent for Canada:
Mr. D. M. Carruthers
272 Sherbourne Street
TORONTO

R. G. MAXWELL & CO.
48-50 MARGARET STREET
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NOVELTY WASH FABRICS

·1917·



Foreign and Domestic

LINCOLN VOILE. 40 in.
EMPIRE VOILE, 40 in.

PROMENADE VOILE, 40 in.
CASCADE VOILE, 40 in.

Fine plain color voiles in all the newest shades

Color card on application

Lakewood Voile, 40 in.

Printed in exquisite designs

Fast Color Sport Skirtings

Colored Yarn Voiles
32 in. Fine Madras

Fine White Goods
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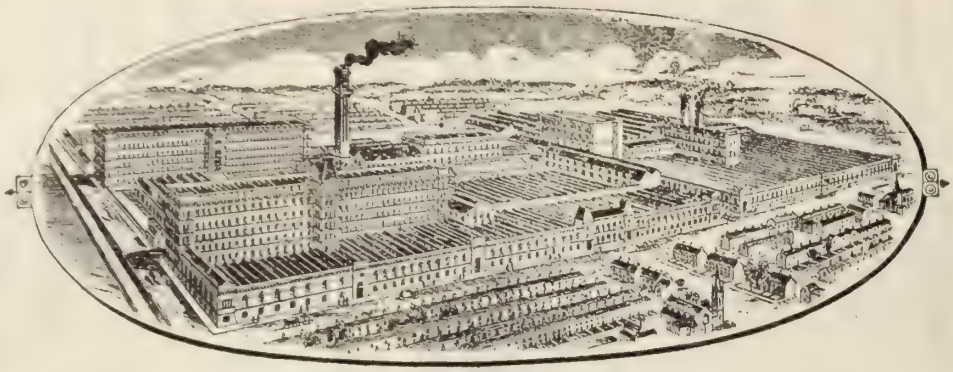
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19-25 East 24th Street, NEW YORK, N.Y.

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ARTHUR ASH
3536 Third Avenue West
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LISTER & Cº LIMITED.

Telegrams. LISTER. BRADFORD
Telephone Nº 1726

MANNINGHAM MILLS,
BRADFORD

TO THE DRESS & SILK DEPARTMENTS.

Dear Sirs,

You have no doubt seen the advertisements of our "Lista" and other Fabrics appearing in the Weekly Journals & Fashion Papers

Our wide-spread advertising scheme is intended to create a demand in all the Retail Warehouses for our goods, and its influence will certainly be felt in your Dress & Silk Departments.

The "Lista" Washing Silk has a style of its own, and embraces many exclusive designs, and will meet the requirements of your most discriminating customers, while the quality may be relied upon to give satisfaction to all who wear it.

Needless to say, these fabrics are entirely British in every way, and will bring credit to your house.

One of the most satisfactory Cloths is our "Crepe Anglais," having the effect of a heavy Crêpe-de-Chine, but being composed of three-quarters Silk and the remainder Wool.

We supply only through Home Shippers, Wholesalers and Makers-up, but the above goods are now so well known that you will have no difficulty in procuring them.

NUMBER OF PEOPLE EMPLOYED OVER 7,000
AREA FLOOR SPACE, OVER 60 ACRES.
CHIMNEY 255 FEET HIGH. COST £10,000.
ENGINES AND TURBINES, 6,490 H.P.
BOILER POWER OVER 13,800 H.P.
COAL CONSUMED WEEKLY, 1,000 TONS.

Yours faithfully,

LISTER & Co., Ltd., (Dress Silk Dept.),
Manningham Mills, Bradford.

Queen Quality
Italian Silk Lingerie

Is your order placed yet for *Spring Delivery ?*

If not, wisdom says, "place it now!" Silk is still very scarce, while the demand for the dainty Queen Quality Lingerie for Summer wear will be stronger than ever.



"Queen Quality" Silk Underwear is fully equal in every point to the best imported lines. It has the additional advantage of being Canadian-made. This saves you the payment of duty and the bother of attending to custom-house formalities.

"Queen Quality" Silk Gloves

are in the same high class as "Queen Quality" Silk Lingerie. Both are made in Canada by the

St. Catharines Silk Mills, Limited
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Richard L. Baker & Co.
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100 Wellington Street West, Toronto

When Purchasing

RAINCOATS

Bear in mind the *PROOF* is *the essential.*

You must have the BEST.
There is only ONE best.



Refuse all other *proofs.*

"CRAVENETTE"

(Reg'd)

has stood the test of time, and has become today a national defence against wind and rain.

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If any difficulty in obtaining "CRAVENETTE," please write to

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Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.


DURO
FADELESS FABRICS
DURO
FADELESS FABRICS
—first-class cloths in fast-to-everything dyes.
DURO Cambric
DURO Pique
DURO Zephyrs
DURO Nurse
— all sold with a guarantee that any garment will be replaced if the colour fades, no matter what the cause.
Ladies' and Children's Made-up Garments, as also Gentlemen's Oxford, Zephyr, and Fancy Shirts, may be had with the "Duro" tab or label.
Manufacturers & Dyers
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DRESS ACCESSORIES

NECKWEAR

Fine Organdies Strong for Spring—"Wall" Effects Will Be Popular—Mourning Lines



For Spring, dainty cuffs match the sheer neckwear.

At present neckwear shows little sign of life except in its rightful sphere, that of the strictly dainty. Heavy materials like white plush, leather, suede and felt never retain favor very long and practically no other novelty is offered. Manufacturers are discreetly going slowly and feeling their way for guide lines to that upon which the public will be likely to smile when full blown Spring arrives.

Georgette with laces is the only material in demand just now, but samples of this are dainty indeed. Much fine filet is used as edging and for corner insets which are very effective. Guipure and cluny edgings are good, too, and collars of silk lace with Georgette borders are also attractive. One firm is strongly of the opinion that a fancy for cluny lace will succeed the present strong vogue for filets.

Paisley designs in silk mull and Georgette retain some friends. These materials may be used for the whole collar, for top-collars or just for band trimmings.

Tucks, fine or wide, hemstitching and some military braid remain also.

Fine organdies show every prospect of being very strong for Spring selling, but they will possibly stand second to Georgette until after Easter. Ecru embroidery on organdie or batiste is effective. While most of the collars shown now are flat and sailor shapes, both Georgette and organdie are attractive, made in the "wall" style which is low and rolling all-round and which will very probably be favored with the new round-necked blouses which are offered for Spring. Various cuts of Khaki-Kool are shown in the shops. If milady has donated the price of her Spring suit to the Patriotic Fund, she may wear at least a bit of this popular material around her neck.

Ready sale is found for all mourning goods of the better class. Georgette and crepe de chine are the favored combinations for these. Sometimes a black Georgette with white embroidered dots overtops a larger white crepe de chine or Georgette collar, or a black crepe is bordered with white Georgette and black dots. Tiny satin buttons of white on black or vice versa are neat and very effective. They are shown in rows at the sides on the wall effects.

HANDKERCHIEFS

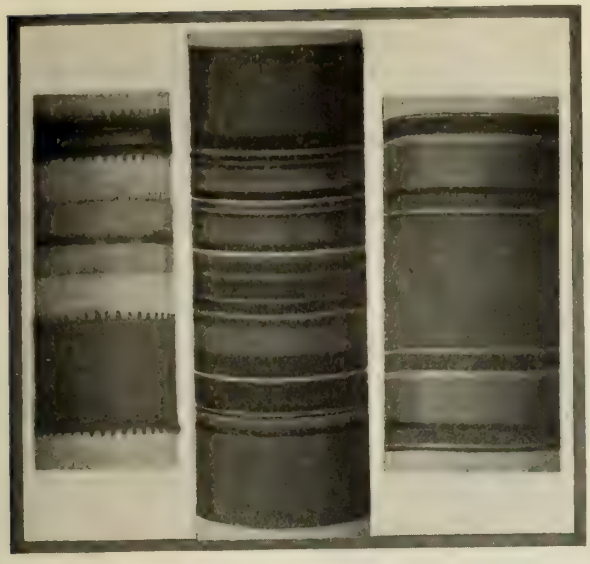
Offerings for Next Christmas Show Deeper Colors Than Before—Hemstitched Strong—Crepe de Chine for Linen

THE past Christmas handkerchief trade is reported from all directions to be the biggest in years. For that reason it is very probable that dealers and wholesalers alike find their stocks low. Judging by the



Some New Notes

Handkerchiefs for next Fall are coming in fine dainty patterns very high in color. Filet lace, too, is gaining in favor. Such color combinations as lavender, green, red and black; deep pink, green, blue and white; and deep lavender, green, black, yellow and deep old rose, are shown. These are offered by Lace Goods Limited.



New lines shown by Muser Bros.

shops in the holiday season there was no shortage in any line—silk, Swiss or linen—then.

For the next Christmas season, however, the prospects as to the nature, if not the size of the stocks, are very different. It appears to be almost certain that linen handkerchiefs will have to be replaced almost entirely by other lines. Already the size of them has been noticeably reduced and the quality is lower, in order to maintain the popular prices.

It is thought, however, that little dissatisfaction will result on account of the scarcity of linen handkerchiefs, owing to the fine and attractive Swiss and crepe de chine offerings.

First lines being received now for next Fall show tendencies which are more striking than those of the past season. While much color was shown before it was mostly of the pale or pastel order. The new types show beautifully fine embroidery and delicate lacey patterns but much color and of deeper hues. The tones are really the rich deep ones which have hailed from the Orient. The proportion of hemstitched to embroidered edges is considerably greater than last season also.

A realistic design noted in the "La Rose." A trailing rose vine is embroidered in vivid greens and rose buds seem actually to be growing on it. They are in deep red, yellow or pink and though tiny are raised, being made of soft silk or cord wound in tiny reels.

VEILS FOR SPRING

Splendid Sales Reported in all Lines—Heavy Borders are Showing—Chenille Remains the Fashion

NOTHING very startling has appeared in the Spring veiling collections since our last announcements. Nevertheless, all styles are selling well, and in white and colors as well as the leader, black. Yard veils which retail at 25c a yard, and the handsome embroidered models of round or square shape which retail at $5.00 and all the grades in between are moving quickly, but yard veilings at about 75c and $1.00 set the pace.

Until something radical happens, chenille in all-over spots, borders, or embroidery will, doubtless, remain the fashion. These dots are seen in a variety of sizes from very large to tiny. Thread-run or machine embroidery in silk, wool, gold or silver, are all popular, and in all-over or border designs. A novelty just out here from England is a deep blue veil with border of white embroidery so heavy that the lower part of the face can scarcely be seen; it suggests the "Harem." A black circular veil shown at Eaton's has thread-run border showing the French flower-basket. The bow-knot on the handle is done in ribbon less than an eighth of an inch in width.

The large hexagon mesh remains the most favored weave though many fine and some filet meshes are offered.

Perhaps one of the most practical veils for Spring and one which is strongly favored by all who have seen it so far, is the "Mona Lissa." It is small and shaped. The body part is held into a selvedge all round but is allowed sufficient stretch to cover the face and hair at the back neatly. The selvedge fits under the chin, up the back and over the brim of the hat; the ends of the veil are narrowed and rounded so that there is no waste material. The Mona Lissa comes in black, white and colors and may be plain or embroidered around the top.

Good qualities are offered in mourning veils. The trimming is mostly two or three rows of ¼-inch black taffeta or grosgrain ribbon, or else a border of crepe or Georgette.

GLOVES ADVANCING

Splendid Season Promised in Spite of Prices—Silk and Fabric Much in Demand—Darker Tones.

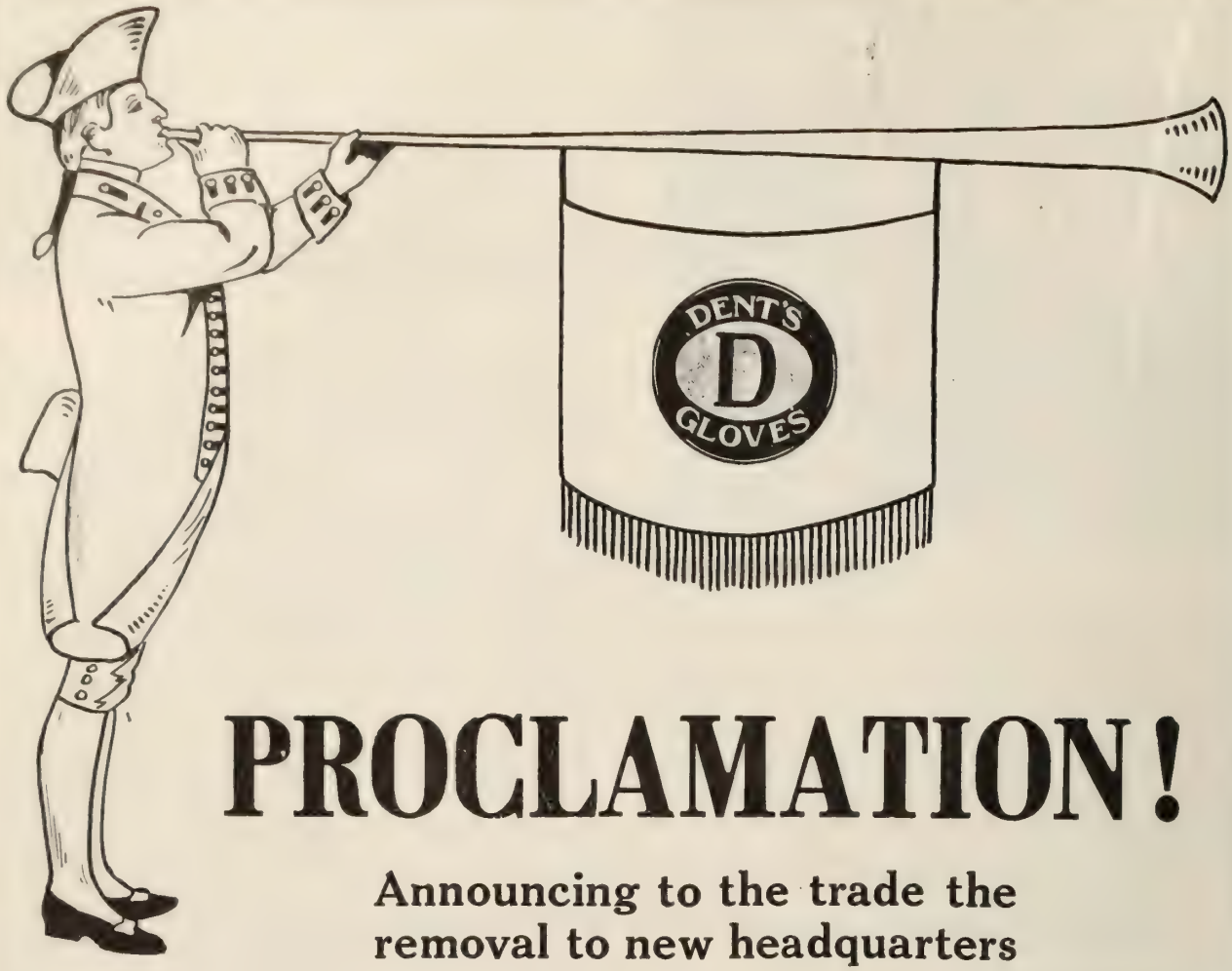
ORDERS placed so far indicate another active year coming in the glove trade. Leather made another advance at the close of 1916 but even then demand especially for European goods is much greater than can be supplied under present conditions there. Because of the unabated demand and the continual lessening of supplies it is thought that attention will be centred on staple lines and novelties will continue scarce. Just now the "newest staples" are mostly light in color—greys and tans—and light in weight. New York makes quite a showing of these because of so many people seeking the Sunny South. Buyers think that as soon as the women who remain at home begin wearing their Easter suits of light shades they will ask for a glove of darker tone, to match.

Accessories are so important this year that there must be something distinctive about them and since novelties are few in gloves, their color must mark their importance. This would be less effective if gloves were lighter or even of the same tone as the costume. Hence, the tendency for darker tones in fine quality kid or silk. Of these, African brown is given some preference.

There is very little call for long kid gloves, the majority of gowns having full-length sleeves. Even for evening wear bare arms are almost more frequent than glove-covered.

A big vogue is predicted for silk and fabric gloves, so much so that higher prices and a shortage is anticipated.

In the delicate shades to be had at present in lavender, gold, blue, green, etc., the band shades from light to deep tones of the tint, or there may be pipings of a contrasting tint. White silk gloves, too, have touches of color. In some instances the three-line stitching on the back of the hand gives place to scroll effects. Black and white combinations remain quite as strong as ever.



PROCLAMATION!

Announcing to the trade the removal to new headquarters

DENT'S GLOVES

TRADE MARK

"HAND-IN-GLOVE-WITH-THE-WORLD."

Customers and enquirers will kindly address all communications to

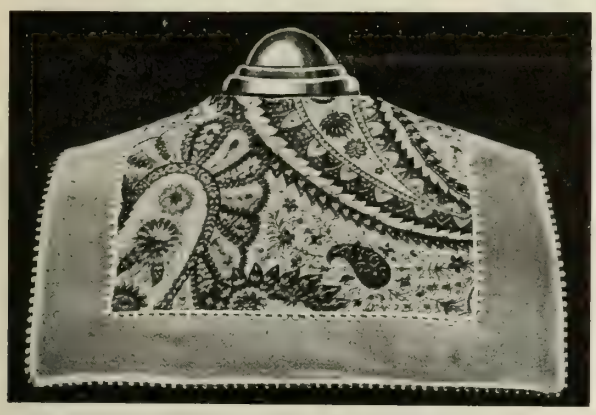
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128 Bleury Street, MONTREAL

Spring Neckwear and Bags

NOW READY

And in Our Travellers' Hands





Paisley Collars
Voile Collars
$4.00 to $12.00 Dozen

Georgette Collars
$4.50 to $15.00 Dozen

Leather Hand-Bags
Silk Hand-Bags
and
Flat Pocket-Books
$6.00 to $48.00 Dozen

Manufactured by

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Wear-Right Gloves

SILK AND WASH FABRIC

ADVANCE STYLES
SUPERIOR QUALITY
PERFECT FIT

ABSOLUTE
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GUARANTEED

SEND US YOUR ORDERS OR ASK FOR SAMPLES.

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America's Largest Stock Glove House

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"See us when in America."





"Canadian Maid" Lines

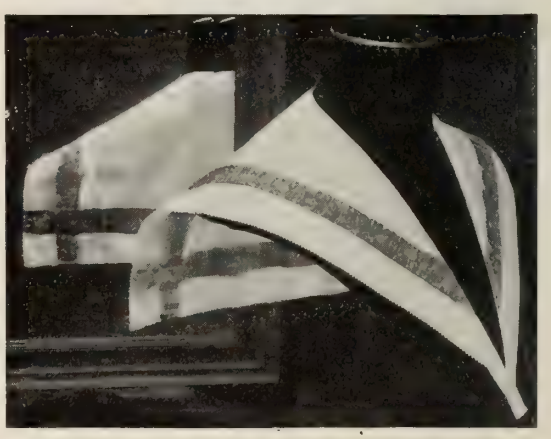
VEILINGS	NECKWEAR
LACES	HAIR NETS
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CHIFFONS	HANDKERCHIEFS
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SCARFS	NOVELTIES
BOUDOIR CAPS	TEA APRONS

Sample Assortments sent on request, prepaid.

Novelty Lace & Veiling Co.

76 Bay Street, Toronto

MAURICE A. TELLER MILTON J. TELLER



Spring Neckwear

Finnie Creations for Spring, 1917, are of such daintiness and originality that they will find immediate favor with women who appreciate smart ideas.

Your stock will get the crowd with Finnie Creations to attract.

A. Bruce Finnie & Co.

Corner Craig and Gosford Street

MONTREAL

BELDING PAUL CORTICELLI LIMITED

BPC

ART EMBROIDERY



A few ·B·P·C· made up garments, stamped for embroidery.

·B·P·C· Needlecraft Department are now showing the newest in *made-up Lingerie* stamped for embroidery. Materials are: Silky Crepes, Wash Satin, Flesh and White Nainsooks.

Highest grade materials and excellent workmanship distinguish ·B·P·C· lines.

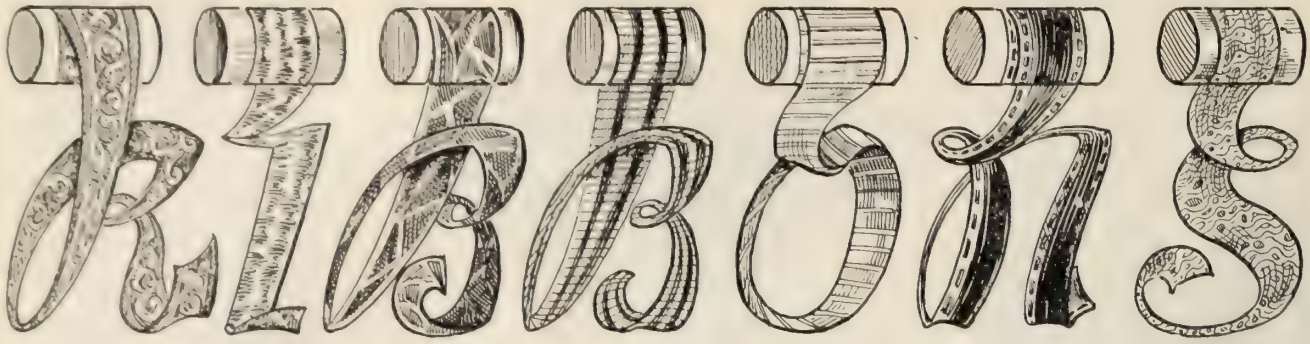
Write for copy of our 1917 ART NEEDLEWORK CATALOGUE showing complete range of Luncheon, Bridge and Supper Sets, Bedroom and Nursery Sets, Children's Dresses, Dressing Sacques, Boudoir Caps, etc.

·B·P·C· Trade Mark guarantees superior quality of the articles.

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WE MANUFACTURE ·B·P·C· EMBROIDERY AND CROCHET COTTONS



Narrow Ribbons *for the* Millinery Trade

Our collection of narrow novelty ribbons is complete. The demand for same will be enormous throughout the coming season.

We have a splendid assorted stock to-day, suitable for millinery, girdles, ties and parasols.

Just received a new collection of beautiful Dresdens, suitable for making up fancy work for Easter Trade.

Anything you need in Ribbons. We have them.

Samples submitted on request.

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Silks Limited, Calgary, *Selling Agents*

THE HOUSE FOR LACE

BENTLEY & CLIFTON

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COMMERCE SQUARE
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Special lines for Makers-Up and Wholesalers.

Torchons Vals Novelties
Lace Cushion Covers Toilet Sets, Etc.

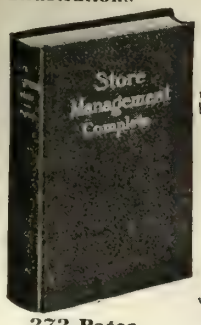
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Art Needlework and Fancy Goods
"Peri-Lusta" "Crystal"
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LINENS and HANDKERCHIEFS
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STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

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A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

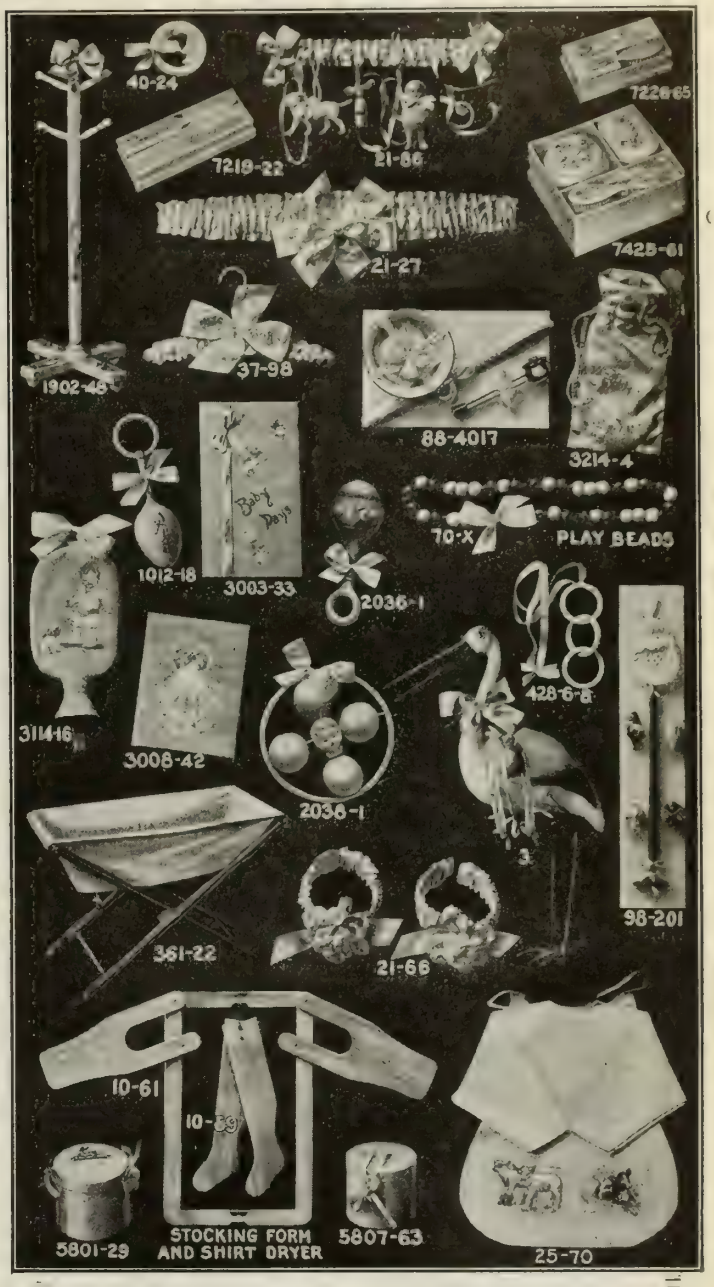
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USEFUL and DAINTY NOVELTIES

For Spring 1917 Selling



Original Designs **Unusual Features**

Novelties that appeal to the sense of utility—Charmingly Hand Painted

Quick Turns **Sure Profits**

Krueger's Novelties are Trade Pullers and Profit Builders for your Infants' Wear Department. Visit our show rooms, if possible.

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Richard G. Krueger

Manufacturer of Infants' Hand Painted Novelties

Showroom and Studio: 395 Fourth Ave., cor. 28th St.
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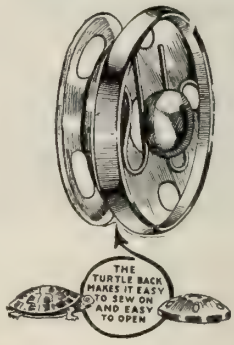
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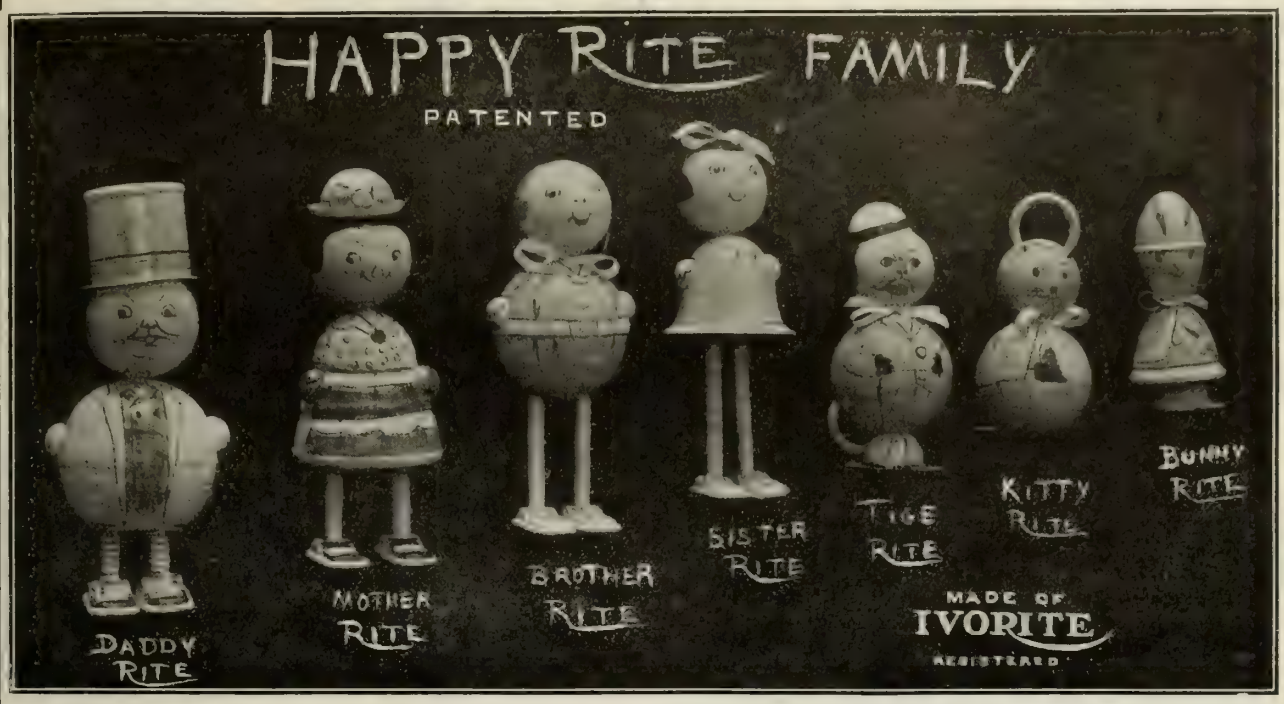
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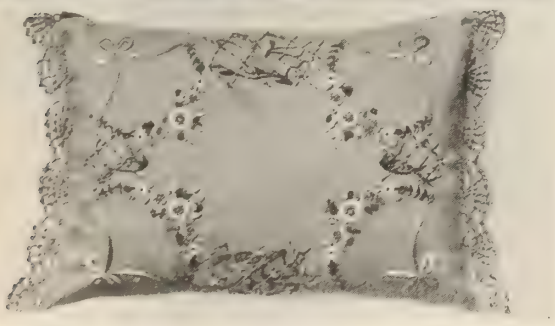
ART NEEDLEWORK

Cotton in Handsome Cotton Effects Replacing Linen Imitations—Honeycomb Cloth Now Being Used—Small Designs

ART needlework has grown to form a very important item in the modern store. Owing to the ever-increasing variety of articles and designs a very considerable stock must be kept so that it is rarely considered the "necessary evil" of a decade ago.

The changes necessitated by the scarcity of linen have resulted in new designs and color effects in almost every line of stamped goods. For instance cotton in linen effects has been popular for centres, runners, cushions, etc., during the past year, but the newest tendency is for cotton in cotton effects. These show no pretence at imitating linen, but the soft, thick, closely-woven cottons in solid pale pink, blues, greens, oyster, etc., are worked in self-tones with touches of gold or silver, are handsome indeed. An edge of crocheted lace in the same color as the ground and tending to become narrower than heretofore, adds to the effectiveness. Pique, crepe cloth, and mercerized repp are used in all these tints as well as in white. Demand is very strong for brown linen worked with gold, also.





Embroidery Designs

Effective embroidery design done on raspberry crepe cloth with hand-crocheted edge of slipper cotton. Lattice-work of twisted black and white threads throws up the French garlands to advantage. Shaded blue bow-knots in the cushion corners lend contrast. Shown by Jennings and Wilson.

In large pieces patterns now are conventional and often compact. As with millinery, the large natural-looking designs are quite "passé." French and very odd effects are favored; indeed they rule everywhere in needlework. Luncheon sets, boudoir sets and lingerie show fine dainty patterns throughout, with the flower-basket and butterfly still to the fore. Where colored thread is used the palest tints are favored still but it is expected that by next Fall the very deep Harem colors will appear as elsewhere, though still in most delicate patterns.

Fine crochet work is as prominent as ever in all sorts of needlework. Medallion insets are particularly favored.

While the cross-stitch and French dots form the bulk of embroidery work, shadow embroidery is reviving, and lazy-daisy, coronation cord and ribbon work remain.

Children's Stamped Dresses

Children's stamped dresses are selling in great numbers. The newest in these is a two-piece dress with neck and sleeves worked on the dress proper and very much more work on the little bolero jacket. Soisette (a mercerized cotton) in pink, blue, tan and white, Bermuda repp (a very fine quality), lisle finished lawn; Milbrook lawn (a tightly woven nainsook), are some of the new materials for these dresses and for lingerie.

A novel pattern for nursery linen has life-like chickens just emerging from their shells.

Stamped linen shelving in suitable plain designs is to be had by the yard.

Luncheon sets are stamped in a dainty new conventional design of cupids and fruit.

Tea sets of poplin with small printed cretonne designs and edged with lace are novel, and will no doubt be popular for verandah use during the Summer.

Embroidering Honeycomb Cloth

Unbleached sheeting is very effective for embroidered centre-pieces, runners and cushions. It is to be had in colored designs for outlining.

Honey comb cloth is the very newest material to be embroidered. It is excellent for sets of bed-spread, dresser-scarf, pillow and pin-cushion, and is done in pastel colors.

MR. A. ZABLER JOINS BENEDICTS

Mr. Alfred Zabler of Muser Bros., Montreal, is receiving the congratulations of his friends on having joined the Benedicts. He was maried in January to Miss Annette Labelle of Montreal.



SOME OF THE NEW LINES IN BAGS

If one does not carry a neat pocket-book fashion demands a very fancy fabric bag. Here are some attractive novelties of velvet, satin, moiré, leather, silk and ribbons with originality in outline and trimming.

ENORMOUS PEARL BUTTONS

Called For on Sports Suits—Celluloid Continues Strong

LARGE, flat metal buttons of Oriental design or imitating old coins are shown for trimming purposes. Ball-shaped filagree metal buttons with antique finish are used as well. However, judging by the number and size of sales, celluloid and pearl are to be the season's staples. The former are used largely for suits in two-color effects, one of which matches the suit. Those used for fastening are of generous size.

Pearl buttons are shown in enormous sizes in the white, smoked and irridescent pearls with four holes. These are used on colored sports suits, silk and satin dresses, wash skirts, etc., but not more than two or three to a garment, usually. Where button trimming is desired dozens of tiny sizes in pearl or glass or sometimes satin-covered are liked. These small buttons are worked into border trimmings of beads or French knots very effectively.

RUFFS AND BOAS FOR SPRING

LITTLE colored maline ruffs are shown in the shops. They have full pleatings across the back and a half dozen or so strangely carved beads or else tiny rosebuds tucked away in the folds. A sash of the maline fastens across the front of the neck.

All sorts and colors of ostrich and maribou ruffs and boas constitute a good Spring line. Some novelties are dyed in crosswise stripes which suggest two kinds of fur at a distance unless the colors happen to be purple, old rose or green, for instance. A novelty in New York was made of large ostrich feathers without any curl and each little strand was dyed partly purple and partly left white If you can imagine a Plymouth Rock hen being purple where she ought to be grey and then made into this long fluffy boa, you have the effect.

IN APPLYING FOR PENSIONS

The Dominion Government have appointed a Board of Pension Commissioners for Canada with offices in Ottawa. As this Board wish to cause as little delay as possible in dealing with communications with regard to pensions, they wish the public to correspond directly with the Board of Pension Commissioners, Ottawa.

A great deal of delay may be caused by communications being sent through other Departments of the Government.

The Patriotic Fund Association and the Military Hospitals Commission have kindly consented to give information and assistance to those wishing to write direct to the Board of Pension Commissioners. These societies have offices in certain localities throughout Canada.

In addition, in order to facilitate the granting of pensions, the Board is opening branch pension offices in Vancouver, Calgary, Edmonton, Regina, Winnipeg, London, Hamilton, Toronto, Barrie, Kingston, Ottawa, Montreal, Quebec, St. John, and Halifax. All information with regard to pensions may be obtained from these offices.



Novelty Pocket Book

It opens out flat but the purse does not drop out for it is riveted in place. A card and ticket case has a place and there is also a handkerchief-pocket. Dainty silk poplin is used for lining and the leather is in a range of colors. Made by Flett, Lowndes & Co.

NEW LINES SEEN AT THE TOY FAIR

OVER a score of toy makers of Canada were present with exhibits at the Second Annual Toy Fair, which was held at 8 Colborne Street, Toronto, early in February, and a very gratifying number of buyers were on hand from toy departments, not only in Ontario, but from Western Canada and Quebec. The toy makers, as a rule, expressed themselves as gratified with the orders or promises of orders that they had received from the buyers.

In some respects the exhibit was not as large as the first one held under the auspices of the Department of Trade and Commerce one year ago, where importers showed as well as makers. Some of the toy makers who were there at that time have fallen by the wayside, but others who were absent have built up a good steady business in their lines, but were unable to be present at this time. Some very creditable exhibits were seen, with the main interest of course centering in the new lines that had been brought out since last Christmas.

New Lines in Metal Toys.

Among those that attracted much favorable attention was an extension of the line of the Newmarket Toy Company, now the Beaverton Metal Toy Co., who make up iron goods of a finished design, including trains, engines, horses, various kinds of vehicles, or what we might call the regular line of metal toys. While the prices of these goods have advanced considerably, from 25 to 50 per cent. over last year, owing to the increase in cost of the metal and labor, it is believed by most of the toy buyers that these goods have found a permanent place in Canada, and the prices that are charged, particularly those that will be arranged for in normal times, will enable them to maintain their hold against imported goods. All the toys that are turned out are strong and serviceable. So great has been the demand for these lines that the firm reports themselves as sold out for the whole of this year. There should be further factories along this line in Canada.

New Firms Making Boats

Several new firms are going into the making of toy boats, both in metal and in wood. Among these are a Vancouver firm and a former sailor, Geo. Hanratty, of Toronto, who designs the models, including cruisers, torpedo boats, ordinary sail boats, and so on, which operate by winding up. These are neat, and low-priced.

A new steel constructor toy is being shown by the Castle Mfg. Company, after the Erector or Meccano toys, in some ingenious designs. They also show a sand toy.

Other new lines are a rapid fire machine gun, which has a novel method of loading the ammunition in the form of marbles; the use of animals' heads, including the hen, in wooden toys, such as rocking chairs, rocking horses, sulkies, etc., made by the Royalet Mfg. Co. of London, Ont., and a variety of childrens tin ware, such as sand pails, tea sets, etc., by the Davidson Mfg. Company.

Large Variety of Dolls

The Dominion Toy Co. have added to their line of dolls an odd form of horse. "Canada Dolls" include nearly 75 varieties of unbreakable dolls. The Brophey Doll Co. have a number of new designs in the Madame Hendren dolls, including St. Patrick's Day and Hallowe'en specialties, and the famous "Black Cat."

The Victoria Toy Co., of Victoriaville, Que., are to the fore with an increased range of papier mache rocking horses, dolls furniture, etc., and the Copp, Clark Co. have a large variety of flags and games.

The manager is Mr. E. V. Henderson, of Toronto, and the secretary-treasurer, Mr. L. G. Beebe.



Dolls on left—Two of some seventy lines of "Canada Dolls"; dolls on middle right, "Madame Hendren's," by Brophey Doll Co., with the "cat" by same; horse toy next cat, Dominion Toy Co.; tin lines, plates, pails, washboard, watering can, etc., Thos. Davidson Mfg. Co.; iron toys, fire engine, hook and ladder, gipsy wagon, plough, etc., Beaverton Metal Toy Co.; model of battleship, Castle Mfg. Co.; "Hen," sulky and goose, rocking horse, Royalet Mfg. Co.

Are Jobbers Killing the Toy Industry in Canada?

By Fred. G. Holden, Buyer and Manager, Toy Department, Henry Morgan & Co., Montreal.

EDITORIAL NOTE.—DRY GOODS REVIEW *feels that it is doing a service to the young toy industry of Canada to publish the statement made to it at the Toy Fair by Mr. Fred G. Holden, one of the best known buyers in Canada, Manager for the Toys and Sporting Goods Sections of Henry Morgan & Company, a big departmental store of Montreal. This toy department is one of the most successful in Canada and is in active running order throughout the whole year. The biggest business in toys, of course, is done during the Christmas season, but Mr. Holden says that toys sell well during all seasons of the year. Dolls are a staple selling line and other kinds of toys as well. Of course, in seasonable times carriages for babies as well as for dolls, and other wheeled vehicles are given the greatest prominence.*

Mr. Holden after covering the Toy Fair in Toronto will go on to the British Industries Fair, and then take in the Exhibition at Lyons, France. . . . The dissatisfaction of the big retail toy buyers referred to by Mr. Holden is coming to a head and the subject, we learn, is likely to be threshed out at a meeting of toy manufacturers this week.

IN the year that has passed since the first exhibit of the toy makers of Canada was held in Toronto I notice an improvement in many respects in the toys that are being turned out by Canadian manufacturers. This applies both to the style of the goods and also to the variety. At the same time I, to speak frankly, am disappointed in the lack of development that I had expected when the movement to encourage toy making was inaugurated twelve months ago. The most noticeable defect is still in the dolls. We still miss the finished products that we secured before the war. The lines of beauty in the faces and the graceful dresses that we get now on the French dolls have not been tried out in this country. There is a disappointing uniformity too about the dolls that leads one to infer that one maker has followed almost exactly the models of another, as if he had picked up the discarded mould and fashioned his products upon it. Allowance must of course be made by the fact that doll making is a skilled industry. But I am afraid that the real trouble is that our toy makers in Canada are fixing too low a standard of prices to make possible any satisfactory development.

This, to my mind, is the kernel of the whole matter, the cause of the slow progress that the past two years have shown.

Keeping Toys Too Small and Too Cheap

You find metal toys of finished design very attractive in themselves, but they are too small to suit the average child. He wants something two or three times as big. Bigger horses, bigger railway trains, bigger automobiles, bigger fire trucks and so on. But they all seem working to a price and the price is far too low.

Best Goods Sold First For Christmas

What class of goods sold first in our Toy Departments last Christmas? What I am saying is the experienc of everyone to whom I have spoken, and, that is that it was the best class of goods sold first and the cheap remained to the last and then very often had to be sold at a reduction in order to clear them out. People wanted a good class of toy, just as they wanted a good class of merchandise in nearly every department and they were willing to pay the price.

Making Good Class in England

For a great many of my toys for next Christmas I will have to go out of Canada. I am going over to the British Fair now and will go on to Lyons. My information is that the British toy makers are going after a higher class of toy and are not attempting to any extent to turn out this cheap stuff that is unsatisfactory to the manufacturer, the retailer and the customer alike.

Numbing Influence of the Jobber

To my mind the real trouble lies in the fact that the toy trade in Canada has come under the control of the jobber. It is the jobber that is killing it to-day, and until it gets out of the hands of the jobber there will be no real development in this new industry. As soon as a man, working perhaps with small resources and in a small factory, turns out a good class of toy the jobber gets after him and persuades him to give him control of his whole output. The argument, of course, that he advances is that the individual maker cannot afford the expense of pushing his article by itself among the retail trade, while he with a large number of lines, is able to keep travelers out and bring the expense for handling the one line down to a minimum. The toy maker falls for this and is satisfied if he gets a market from the one source for his output.

Can Job Cheap Goods More Easily

There is another point that comes in here. The jobber finds as a rule that he can job far more easily lines of cheap goods than the more expensive and the margin of profit on the cheaper lines is far higher than on the dearer ones. Very often the difference between a first-class and medium toy lies in the unwillingness of the jobber to allow the five cents more expenditure required to bring it up to a high standard.

The buyers of toys in Canada are numerous and have large appropriations each year for securing stock, and if the individual toy maker would submit samples to a number of the largest toy departments in the stores from Victoria and Vancouver in the West right through Calgary, Regina, Winnipeg down through Toronto, Ottawa, Montreal, Quebec and on to the Maritime Provinces, he would secure sufficient orders to keep him going all the time. In dealing directly with the toy buyers he would be able to meet their wishes more than through the medium of a jobber and could make to their order a toy that they know would meet with the approval of the public. Until something like this is done I do not think the toy industry of Canada will reach any great proportion nor will be anything of which we have reason to be proud.

READY-TO-WEAR

TAFFETA LEADS

Not Yet Dislodged From First Place—Combinations in Serges—Shantung Popular, But Scarce

THE vigor with which manufacturers started off making up their Spring suits in straight lines and pleats was sufficient to constitute these as characteristics of 1917 apparel. Nevertheless, people are very independent nowadays and they will not be coerced into anything called fashion without their own sanction. Hence variety continues to reign. A variation of fashion is always more fashionable than fashion itself! Manufacturers no sooner get their machinery oiled up and running on one style than they must pause and make some alterations in order to produce something different from their neighbor.

Taffeta Leading at Present

Just now, of all silk suitings taffeta leads and is made up in many novel and dressy models. Black, navy, sand and greys are especially good and show many gathers, ruchings, drapes and pleatings. One model of navy in soft Swiss taffeta has an accordeon pleated skirt. Soft full collars and pockets and narrow girdles are seen on these suits. Frequently the once exclusive taffeta suit runs into sport styles and pockets appear on dress models and on almost all skirts.

Silk Stitching Still Leads

Silk stitching as described last month is the chief trimming device on the popular priced suits and on separate coats. Occasionally touches of embroidery are seen. Whether it be on the suit, hat or bag matters little so long as a bit of neat colored embroidery appears somewhere. A suit of rich lustrous silk and wool poplin in light, old rose shade has self-colored embroidery on the draped collar, cuffs and sash. The skirt has an odd yoke cut in one with the front panel; flat pockets filled in the two angles. Both silk and wool jersey suits in bright colors are selling well and are to have quite a "run" in Canada this year.

Serge suits are very popular in both tailored and dressy styles. White and fancy silks usually in bright colored stripes or in Paisley effects are made into soft over-collars giving a fresh appearance to these Spring styles.

A Frenchy looking navy serge suit had points on collar, cuffs, and pockets of sand colored velour, and button holes were bound with that material also. Bone buttons matched the trimming. Navy and grey is also a smart combination. Wool serge suits seem to be in strong favor even though the high prices for them made manufacturers a little skeptical at first. Eaton's are showing a model with white jersey skirt, straight and plain with band of rhubarb shade around the hem and similar colored slip-over blouse (or jacket, if you prefer that word) with sash the same and fancily trimmed with rhubarb soutache. The neck is in the new straight cut from shoulder to shoulder and opened down the front a few inches in order to allow the slip-over.

Heavy Shantung is Popular

Heavy shantung in all white and the new Egyptian and spot designs are popular also, but somewhat scarce. It is expected everywhere that for late Spring and Summer the suit of one kind or another of silk will be more prominent than ever before. Black and white checks made in youthful styles are good for early Spring. One model of small design had two-inch silk military braid on collar, cuffs and hems, which gave a neat juvenile finish.

A covert suit, the "stroller" model for 1917, had just one pocket on the skirt, a plain tailored coat collar and simple straight belted back.

Suit coat lengths vary from 28 to 32 inches, with sport suits inclining to the longer style. Skirts continue in 2 to 2½ yard widths.

Coat Dresses on the Scene

The coat-dresses which pleased a number of wearers last Fall are coming out quite strongly in Spring effects, many with box pleats, but had a wide coat-collar of white taffeta with navy cross-bar pattern. Russian cuts continue in first place.



Typical Spring Models

Style tendencies in full-length coats for Spring place a little more emphasis on the waistline than was shown in the Winter. The coat-dress idea is favored and also suggestions of the Eton jacket. These styles are adaptable for pongee, poult de soie, light-weight velour or broadcloth. By courtesy "Women's Wear," New York.

SPORTS COATS

Likely to Find Ready Sale in High Colors and Striking Patterns—Dress Coats in Velours

THE readiness with which the staple and novelty suits are selling throughout Canada incline manufacturers to conclude that the Spring is to be largely a suit rather than a coat season. Nevertheless a great many dress and sports coats are finding market.

For sports wear the straight line, loose or loosely belted effects ranging around the 32-inch length, and in high colors and striking patterns find ready buyers. These coats are frequently unlined and exhibit the ever-present large pocket and sometimes brightly colored stitching.

Dress coats are a little more elaborate and show more originality of design. Lengths are three-quarter to full-length with a few models a litlte shorter. Linings are plain matching the outside or else very bright and fanciful in design. Velours is the favored material and in such shades as sand, grey, mustard, Copenhagen, begonia, emerald and rhubarb. This material is very dressy with two or three rows of cording and shirring at the waistline cuffs and pocket. Navy serge, checks and coverts have good sale also. The serge coats in box pleats and white stitching made in Eton effects show much originality and style. These maintain the straight lines for the most part though there is a tendency towards a graceful curve at the waistline.

This note and the possibility of a vogue for the barrel silhouette suggest that by next Winter the loose straight effects of the present may be quite passë and the lines of the figure be required for all garments.

The "Chicken" Coat

The "chicken" coat for misses, is in high waisted cut, with draped collar and is very smart. One model of navy blue gabardine has white silk stitching. Another has a loose yoke coming from the high waist line down over the hips; the sleeves, skirt part and collar are all roomy and stitched profusely with silk.

Ready-to-Wear Notes

THE NEWEST in cotton kimonas is crepe in stripes of awning suggestion. Bindings and ties are of satin ribbon, matching the darker color. A very pretty effect was in a shade very popular in 1917 Spring things, a very deep, but dull old rose—the French call it "Agate"—alternated with sand-colored stripes.

Middies have trimmings with very wide and often brilliant stripes. Sailor collars of generous size are preferred. Silk middies are stronger than ever. Habutai is the favorite silk, though raw silks are selling also. About the only new touch is the colored collar and tie cut all in one piece—a very practical idea.

New breakfast dresses are cut like a full-length artist's smock—slip-over style. These may be all white and very plain with loose belt, or ornamented with white hand embroidery on collar, cuffs, belt and belt-tabs. These stand boiling well. Others have colored collar and cuffs, or colored embroidery in attractive touches.

SILHOUETTE DRESSES

As Canada Refuses the "Barrel" Skirt—Taffeta Satin and Dainty Cotton Lines

DRESSES continue to sell actively. Any material or shade one fancies is quite fashionable. The main feature is the silhouette. Since Canadians refrain from plunging into the barrel outline and New York makes only skeptical comment upon it, the straight lines of supple clinging materials, are required. These lend themseves well to the draping, tunics, pleats, gathers and embroideries which combine into the delightful gowns of to-day.



White serge is with us again after its absence last Spring, and is very effective in the one-piece dress with white military or soutache braiding and pleats. White gowns are shown as well in taffeta, crepe de chine, pussy willow, Habutai, foulard, Georgette, jersey and satin and in some combinations of two of these materials.

Some little rivalry exists still between taffeta and satin for colored dresses. So far both are well in vogue.

Dainty indeed are the dresses being made up in cotton voiles, organdies and batistes are in white and dainty colors, some with touches of colored silk to match or of black ribbon velvet. Many of these are in tunic effects since they take less readily to pleats. A number of others are in Russian styles both for women, misses and little girls. The peplum with the slip-over blouse is quite approved in white and embroidered frocks. Swiss embroidery of fine quality is shown frequently for the younger set for Summer.

Women's Overalls

AN EXCHANGE reports that overalls are being made in trouser fashion, for women. These new garments are said to be the result of factory and munitions' requirements and are made in chambray stripes and checked cotton, khaki and black sateen, and on slightly different lines than those of the plumber and the carpenter, though still practical, being clasped about the ankles. It is said that the makers are pushing them for use in housework and gardening also.

DRY GOODS REVIEW inquired in Toronto department stores for these overalls, but was informed that they have not yet reached Canada. It was not thought that a demand for them will arise unless American women should take to them very strongly. Even then Canadian women never fond of man's attire, will probably be cautious in adopting them, even though we read of European women wearing overalls in various new vocations.

Buying the "Overall" Apron

So far there is a marked growth noticeable here in the demand for the overall apron, the bungalow apron and the munitions apron, which are all very much alike, except that for factory work darker and heavier materials are used. These aprons are found in the underwear department at Eaton's and with the house dresses and wash blouses at Simpson's.

Charming Grouping of Drecoll Models From Paris



These Paris fashions combine simplicity and charm. Straight lines, simple round necks, and pleats are embellished by touches of rich embroideries. Drawn specially for DRY GOODS REVIEW.

BLOUSES

Many Variations of Russian Effects—Deep, Round Collars Coming Back—Square Necks.

ALTHOUGH the high priced fancy Russian slip-over blouse was somewhat slow through the Winter it is here in scores of styles now. Georgette blouses in this style keep pretty well in hiding still, but all other materials from a misses' organdie frock to a wool jersey sports outfit or an angora sweater are to be seen in slip-over Russian style. Perhaps a native Russian would not recognize some of the variations as having any connection with his country, but they have evolved and still carry the name, nevertheless. Some are of satin with wide reversible collars, which when buttoned up close to the neck have a slight Russian suggestion; some are void of any collar at all and are merely slit from shoulder to shoulder and a little way down the front in order to let the head through. Still others have no peplum; they slip over the head but the lower edge disappears under the skirt. Several dimities, cross-bars, voiles and organdies were made up daintily in this fashion.



Deep, round collars are returning to blouses. They appear on both cotton and silk models. A new touch is to have the collar and border down the two front edges of heavier material than the blouse, this applies in wash and fancy blouses. One of the latter type is of navy crepe de chine with dark plaid taffeta or satin for collar and front.

While many V-fronts are worn, a tendency is noticeable towards the square and round styles. However, since these are not becoming to everyone, it is unlikely that the V-front will suffer from neglect.

Hand-made blouses are to the fore in white materials like handkerchief linen and batiste. There are hand-drawn or embroidered or else trimmed with fine Valenciennes or filet lace. One shown at Macy's in New York, recently, had deep frilled front, and cuffs hemstitched by hand. One or two very large buttons or else a number of small ones in fancy or pearl are used for trimming and fastening.

Georgette and crepe de chine in light tints still are far in the lead of all other materials for dress blouses. Silk voile, silk marquisette, satin, lace and net have also some sale.

CORSET ADVANCES

No Likelihood of a Decline During Present Year Owing to Conditions of Raw Materials

WHEN one considers the various "raw" materials required for the making up of corsets, it is really not surprising that manufacturers felt justified in increasing their prices for the finished article. Many of their supplies have advanced during the past year 25% to 150%. It is not difficult to believe that steel, for instance, which is used for both front clasps and for boning has increased about 125%, eyelets more than 150%, tips for clasps 150%, brass trimmings for clasps 125%. Thread, too, has advanced 30%, laces about 25%, cotton cloth from 25% to 40%; ribbons 33 1-3%, and paper for covering wire 50% to 125%. Labor, too, is less efficient.

When one considers, again, the causes for these remarkable advances—that these materials and other necessities of the trade, too, are practically all requisites for war—there is almost no likelihood of any of them decreasing within another year at least. As for cotton, that which is being used for the 1917 corsets was of the 1916 crop which commands very high prices. Even though the acreage devoted to cotton-growing this year should be very much greater than last year, the crop will not reach the retail market until six to twelve months after the harvesting of it. This means that the 1917 crop will not effect 1917 prices of corsets, one way or the other. Even though there should be some reserve in buying later on in the hope that the price of the new crop will be easier than earlier growths, there still will be so much demand on account of depletion of supplies everywhere, that it is unlikely any noticeable drop will occur.

Should the war end in 1917, moreover there will be the empty mills of Europe to fill, which will no doubt keep prices up for at least a year after that.



Borrowed From England

Are the main features of this smart sports suit. Its trim collar, plain tailored sleeves, four military-looking pockets and belt, and the whole effect in straight unadorned lines suggest the English hunting habit. The inverted pleats in the pockets and buttoned-down flaps are effective touches. The material is the fancy of the hour—velours de laine.

With these facts in mind it seems imperative that the dealer accept the new scale and adjust his prices accordingly.

Heretofore corsets have been a profitable line, the rates ranging from 25% on the dollar corsets to 50% on the ten-dollar retailer.

Some firms have advanced the prices in a few models and slightly altered the value in others so that in those models present retail values might be retained. There is, however, some change in the whole scale of each maker.

SEPARATE SKIRTS

Wash Cotton Lines in Big Demand—"Barrel" Skirt Has Not Caught Canadian Fancy so Far

REPORTS from Paris, New York and Canadian centres during the past month have all made special mention of the wash cotton skirt as being in unusual demand for the coming season. Cotton gabardines, diagonal serges and other weaves popular in woolen materials, in all white and in quadrille patterns as illustrated in the January DRY GOODS REVIEW, are in high favor. One popular skirt is all white and shirred softly at the waist with heading; two full pockets finished like the waistline are the only trimming. The skirt hangs quite straight of course. This type of skirt looks well, worn with the dainty voile and organdie blouses. With a brightly striped jacket it is good for sports wear, or with a coat for other occasions this apparel is quite modish. Pearl buttons are shown on many of these wash models. The smartest size of button is very large.

The barrel skirt is already a fad with our American cousins. There is a possibility of it becoming a fashion on this venture since it is cut on more graceful and careful lines than when it last attempted to "get into society." In models shown so far the narrow hem does not bind the feet. There is ample room provided for a "health stride." In Paris models the curve is higher than it used to be and the fullness is arranged in long folds at the sides, but the variety is great. Canadian shops have a few models, but do not predict a vogue for it here for some months at least. It has not yet appeared on the streets. Manufacturers state that it is too uncertain a style to make up here in any quantities just now. It may develop into a Fall fashion, but buyers do not speak strongly for it.

Separate skirts of silk, serge, gabardine and velour, in plain colors, pronounced and novelty checks and stripes, are being disposed of readily throughout Canada. It seems as if people generally are taking to the striking fashions more strongly than many anticipated, though a big sale of staple lines is reported in certain districts as usual.

BRASSIERES FOR STOUT FIGURES

LINES of brassieres, especially designed for stout women, sell well. These are usually of cotton-mesh in bandeau style. One type has an elastic insert under the arms. An outside brassiere or camisole is worn over it. Brassieres of flesh-colored jersey silk, alternate rows of lace and pink faille ribbon, all-over lace or embroidery with touches of rose-bud trimming all meet with favor.

Coats, Limited, Toronto, are incorporated with capital stock of $40,000 to manufacture coats, etc., and deal in woolen goods, satins, etc.

MIDDY BATHING SUITS

Models Resemble More an Ordinary Dress This Season—"Surf Silk," New Material

A FEW new touches are observable in the bathing suits being made just now. Last year there was some inclination for skirts to be extremely short and as little material as possible to be used. This year the bathing suit resembles more an ordinary dress.

The best selling type so far is the middy suit. The outer part is simply a long middy, loosely belted, and comes well down to the knees over the bloomers.

The Moyen Age style is also good. It is simply a straight-line, one-piece slip worn over Annette Kellerman tights. Some of these slips have empire girdles, others have the long-waist suggestion.

Still another type is knitted with the waist, skirt and bloomers all in one. These may be had in all wool, cotton or union, but of course the all-wool type is scarce and high in price.

The staple materials are to be had and in addition a "surf silk," which is a lightweight cotton material with a silk finish. A middy suit of this in black, was effectively trimmed with white silk repp.

Plain and fancy-colored silks, Paisley silks, anything bright, in fact, and also braids are used for trimming. This year many of the sleeves are very short and slit up to the top, revealing the shoulder.

Van Allen & Co., Ltd., general merchants, Gadsby, Alta., are being succeeded by A. M. Anderson, Ltd.



Sheer Linen French Blouses

Simple in cut but richly adorned with hand-drawn work and embroidery on front, back and sleeves. The idea is being copied frequently by means of lace or embroidered medallions set into organdie, voile or batiste.

COLOR CARD FOR FALL

THIS month the Textile Color Card Association will issue their 1917 Fall Season Color Card. Forty-two shades will be shown, of which eight are fur colors, listed for the first time. Another feature is that the fabric shades are all several tones lighter than those for the 1916 Fall season.

The colors are given in families with usually three shades to a family. The first is considered better for millinery and the other two for suits, dresses, coats, etc. The names in most cases suggest the colors themselves which facilitates selections.

The first family name is "Brass," which comprises "Sunbeam," "Tinsel" and "Syrup." Then come the "New Blues" called, "Virgin," "Madonna" and "Tapestry," which blend well with the present darker shades now popular. The "Coppers" come next; they are: "Redwood," "Manzanita" and "Chippendale." These with the Brasses continue the present gold shades in two directions which are expected to meet with general approval.

The Greens are "Tea Green," "Lichen" and "Privet." "Sea Blues" are "Beryl," "Dragonfly" and "Teal Duck." The shimmering light on the dragonfly's wings and the enchanting blue of a duck's breast, which are familiar to observers of nature, will explain those terms.

"Wines" continue under the names of "Raspberry," "Claret" and "Burgundy" and are expected to be leaders for Fall cloaks and suits.

Brown continues in "Partridge," "Autumn" and "Walnut" shades. Two reds are shown, "Begonia" and "Sultan," and a group of "Cardinals," named "Cineraria," "Coronation" and "Wine," the latter being darker than the other wines.

Greys are "Mist," "Steel" and "Smoke," and promise to be leaders.

"Sea Greens" are "Chrysophrase," "Arsenate" and "Spearmint."

"Orchids" are "Gloxinda," "Eminence" and "Hortensia."

The New Fur Shades

The fur shades are "Polar Bear"—a hint of yellow in the white; "Chinchilla," a black and white; "Mole"; "Moleskin"—grey with a brownish cast; "Hudson seal"—a very dark brown; "Castor"; "Beaverpelt," and "Kolinsky."

With this excellent range of lively tones Fall color schemes ought to be highly pleasing.

Copies of this color card may be secured from DRY GOODS REVIEW at a cost of $1.25 each, postpaid.

SKETCHES OF NEW YORK'S LATEST FASHIONS



Showing latest tendency for double waist line



Apron panels with crushed girdle.



Full-skirted with collar, cuffs and pocket matching.



Misses', with straight lines and slip-over effect.



Barrel skirt, with realistic markings.

THE LATE FRANK PAUL

Veteran of the Silk Industry Passes Away in Montreal—A Principal of Belding, Paul, Corticelli

WE HAVE to record the death at the end of January of Mr. Frank Paul, prominent in the organization of Belding, Paul, Corticelli, Ltd., of Montreal, which held its first annual convention only last month, but which is one of the oldest established silk and ribbon-making firms in Canada. The late Mr. Paul was connected with the firm from 1877 when he came from the organization of the Belding Company of New York to establish the Belding, Paul Company in Montreal, which three years ago was reorganized into Belding, Paul, Corticelli.

Born in Philadelphia, Pa., seventy years ago, the late Mr. Paul was educated in Milwaukee, Wisconsin, and acquired an intimate knowledge of silk manufacture in New York bringing his knowledge to bear upon the establishment of the industry in Canada.

Besides his connection with the silk industry in the Dominion, Mr. Paul was associated with other enterprises, notably the West Kootenay Power Co., and the Canada Carriage factories. His two sons Jewett Paul, and Wendel Hall Paul, both resident in Montreal, and his daughter Mrs. Bridge, widow of the late Lt.-Col. H. L. Bridge, who was killed at the front in the great Allied drive last Summer, are the immediate members of the family who survive, their mother Mrs. Frank Paul having died five years ago. The family burying place is at Ann Arbor, Michigan, where Mr. Paul's remains were interred.

MR. COHEN WITH SAMIT RUBBER CO.

Mr. I. Cohen, formerly with Samuel Wener & Co., is now connected with the Samit Rubber Co., whom he will represent on his old ground.

The H. W. Smith Co., Ltd., of Toronto, have been granted a charter to deal in wearing apparel, millinery, textiles, etc.

Simpson's Smart Dresses

On hand

For Immediate Delivery

The charm and character of our Dresses will instantly appeal to you.

You can readily sell them at a good profit.

Materials include

Taffetas
Crepe Meteor
Crepe de Chine
Georgette
Georgette Combinations
Fancy Taffetas

Prices from $7.50 and up

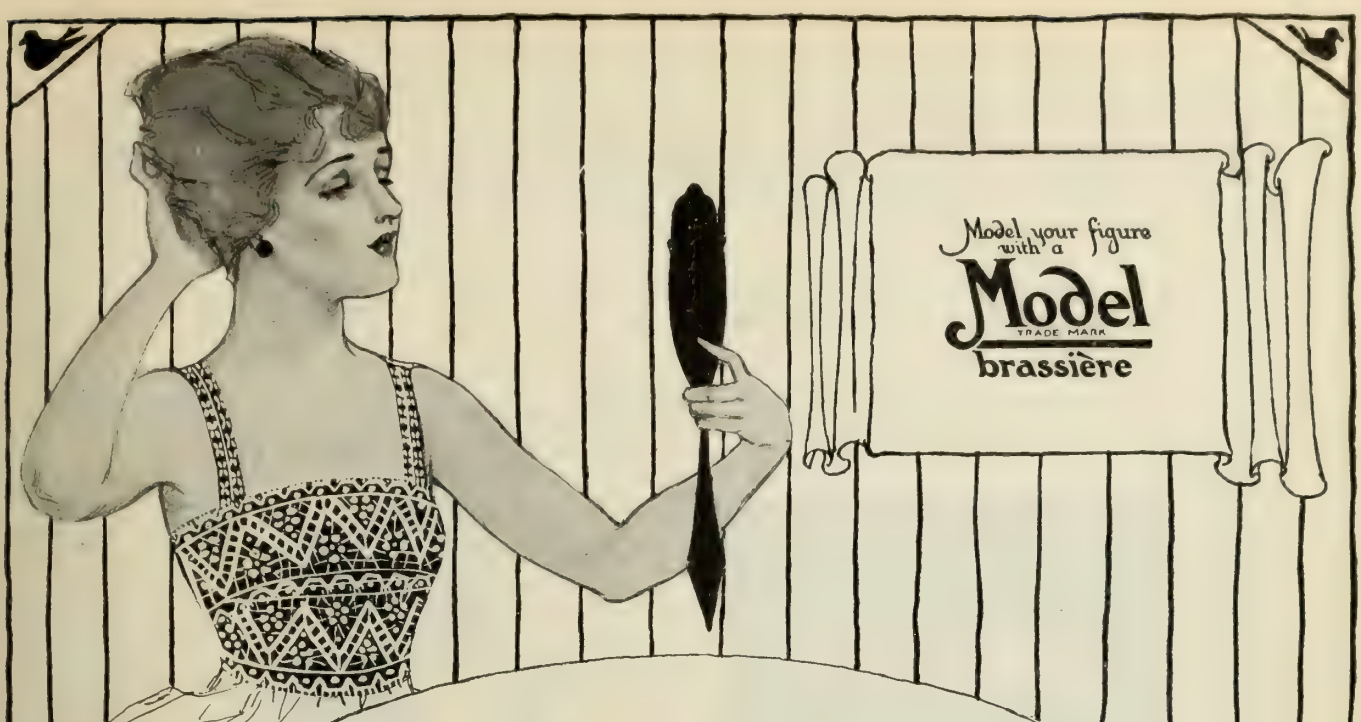


No. 777N Heavy Quality Crepe Meteor and Georgette combination. Elaborately trimmed with Hand Embroidery. Newest effect. Latest shades. **$12.75 NET**
Sizes, 16-44

Call and Inspect This Line When in the Market and Judge the Values for Yourself

SIMPSON BROS.

39 West 32nd Street - - - NEW YORK



"Bandeau" Brassieres Make Two Sales Grow Where One Grew Before

You Canadian Brassiere Buyers know that the "Bandeau" type is going to be a big seller in your department during 1917.

The trend of Fashion is strongly that way. Women are asking for the "Bandeau" at the counter. Most of them wear **another semi-fitting Brassiere** on top of the "Bandeau," thus doubling the retailer's sales.

Putting in a fair stock of "Bandeau" Brassieres is mighty good business, especially since we are making

PLAIN BANDEAUX—In hook back or hook front—(high, medium or low back)—some with elastic gores, some without.

FANCY BANDEAUX—Of cotton goods—fancy materials and silks, trimmed with laces. Some entirely made of wide cluny bands.

The style illustrated above, 576, is of bands of heavy wide cluny lace hooked in the back. Shoulder straps of narrow lace to match. It is an unusual value at $4.25 per dozen.

Any or all of our samples sent expressage prepaid on request.

The rapid growth of our Canadian business is proof that we study Canadian tastes and conditions.

Model Brassière Co.

200 FIFTH AVENUE, NEW YORK

Canadian Salesroom: Mappin Building, Montreal

First Prize Panama-Pacific Exposition. Highest award ever given to any Brassiere in any Country.

When in New York call on

I. GROSSMAN & SON

Manufacturers of

THE GENUINE STROLLER

Trade Mark Reg. U.S. Patent Office



What is the "STROLLER?"

The "Stroller" is the name of a widely advertised line of garments for the Smart Miss.

Worn from coast to coast, and by the best dressed girls on Fifth Avenue.

Our energies have been concentrated upon the better grades of Misses' Garments exclusively.

The line embraces a splendid variety of the newest fabrics in the latest colors.

Our slogan always has been and always will be:

"Popular Prices Prevail"

38-40-42-44 East 30th Street

(Near Madison Avenue)

NEW YORK CITY



National Garments

RAINCOATS and UTILITY COATS

Individuality is the Keynote

Every woman wants something that's different and we have it in both cloths and styles.

Our styles are distinctive and yet are not freakish.

Our salesmen are now out showing the complete range of Raincoats and Spring Coats.

Drop a card for our new Raincoat Catalogue and Clippings.

SHOWROOMS :

Toronto
33 Richmond St. W.
S. M. Hansher, Rep.

Winnipeg
61 Albert Street
Charles Coppleman, Rep.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B

SUMMER DRESSES



In all the latest New York styles. Made from Beautiful Novelty Light Fabrics —

Exquisite Styles
Expert Workmanship
Wonderful Values

We specialize on these and are in a better position to serve you than general manufacturers.

Constantly advancing prices make early selections advisable.

See our travellers or let us know your requirements.

The Louise Dress & Cloak Mfg., Co.

152 BLEURY STREET MONTREAL

Made in Canada



A Full Measure of Value in P.C. Corsets

Women become attached to P. C. Corsets because they give a full measure of value in comfort, fit, style and wearing qualities.

For a sales revival in your Corset Department feature P. C. Corsets. This Brand will make friends for other departments of your store.

P.C. Corsets 266 RUST PROOF

Let us send you samples. You will be pleased with our values.

Parisian Corset Mfg. Co., Ltd.

Quebec, Que., Canada

Branches: Toronto, Stock Exchange Bldg.; Montreal, 329 Craig St. W.



Harry Wadler

SAYS—

The Style Show of "Reldaw" Garments, now in his showrooms, offers every feature of Coat and Suit Perfection. To see them is to be convinced.

Suits and Coats

105 Madison Avenue

NEW YORK CITY

WINNING SPRING STYLES

Your Inspection Invited

SPORT SUITS, MIDDIES AND SILK MIDDIES



No. 528A—Middy

No. 519—MIDDY—Very attractive. Best quality jean. Assorted sport stripe trimmings. Not less than 1 doz. to sample order. **$10.50 doz.**

No. 401 — CHILD'S MIDDY—Best jean. Assorted striped trimmings. Not less than 1 doz. to sample order. . . . . **$9.50 doz.**

No. 301 — CHILD'S SKIRT — Best jean. Pleated all around. Body made of lawn. Button down the back. Not less than 1 doz. to sample order. . . . . **$8.00 doz.**

No. 528A—Made of superior quality jean. Assorted sport striped trimmings. Not less than 1 doz. to sample order. **Price $8.50 doz.**



No. 519—Middy



No. 1005—Pique Suit

No. 1005—PIQUE SUIT—Very fine quality. Skirt made button front and two pockets to match middy. Suit, **$35.00 doz.** Middy only, **$17.50 doz.** Skirt only, **$19.00 doz.**

SIZES—Ladies 14 to 42
Children 6 to 14

TERMS—Net 10 days 1st following

Write or wire for sample order.



No. 401—Child's Middy
No. 301—Child's Skirt

Smith & Manolson

Manufacturers of Ladies' Better Outing Garments

74 Dorchester St. W., MONTREAL



A Stylish Little Dress

Stylish Children's Dresses *for* Spring

Our New Spring Line of Children's Dresses shows unusual Style and Quality. The smartness of these Dresses will make quick sales for your Children's Department.

We have a line of Junior and Misses' Dresses for ages from 13 to 20 years. Made in the most popular fabrics and smart styles. We invite your careful inspection of these lines.

Our travellers are now on the road.

H. L. Watts Co., Limited

400 RICHMOND ST. W. TORONTO, ONT.

Spring

Felsen Co. Limited
SUITS & COATS
for LADIES and MISSES
Read Building Montreal

February 1917

SPRING and SUMMER 1917 DRESSES and WAISTS

Our showing comprises a splendid line of *Dresses* and *Waists* in the latest styles and ideas, made-up in all the favored Novelty fabrics of Spring and Summer materials featured by the leading fashion centres.

We have added a Junior and Intermediate department, which we feel will meet the trade's expectations.

Enlarged Capacity and Improved Facilities enable us to guarantee prompt deliveries.

Send for Samples. You are always welcome to visit our Show Rooms when in the City.

The Royal Silk Dress & Waist Co.

Manufacturers of High-Class Silk Wear

1278 ST. LAWRENCE BOULEVARD ∴ MONTREAL

ELGIN SILK WAISTS

Bigger Profits—Greater Values—More Styles

New York Office: 1182 Broadway—in the Centurian Building
Factory: 1001-1003-1005-1007 Filbert Street, Philadelphia, Pa.



$9 to $18 per Doz.

Largest Silk Waist House In Philadelphia

Send for Complimentary Copy of Elgin Energy

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make djustments incident to closing the s ale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

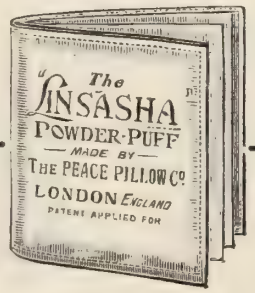
VOGUE WAISTS

Our popular-priced Cotton Waists, $9.00 to $16.50 per dozen. *Our Silk Waists, Crepe de Chine*, $27.00 to $36.00 per dozen, are splendid selling lines.

You cannot equal such Waist Values in Canada to-day. The unique designs and quality of materials used leave nothing to be desired.

A fine range is ready for Spring selling. Send for samples.

Vogue Waist Company
Sommer Building
MONTREAL CANADA



The "LINSASHA" (Reg. trade mark)

PATENT

PUFF AND FACE LEATHER

Every lady who comes into your store is a possible purchaser of this dainty and attractive little novelty. Order a supply now, and show at your fancy goods and notion counters; you will quickly send a repeat.

Just a simple little toilet puff and face leather combined, three tints of power, white, cream and pink, and three pretty colors for the cover, pink, white and blue, packed in transparent envelopes, 1 dozen in a box, showcard with each box. Prices, sample order, duty, freights and insurance paid.

From stock on receipt of remittance.

Dozen - -	1	3	6	9
$	1.80	5.25	10.20	14.85

Size about 2½ in. x 2½ in. Weight about 1 oz.

Quotations for larger quantities on application.

Made by
THE PEACE PILLOW CO.
17, Manchester Avenue, Aldersgate St., London, E.C.
Telegrams: Holborn 2553. Telegrams: Wanklyn, London



As the pictured garment portrays, The GEM DRESS HOUSE, Inc., has no interest in the production of commonplace merchandise.

Afternoon, Street and Party Frocks, ranging from $10 to $35.

WRITE DOWN THIS ADDRESS

Gem Dress House

INCORPORATED
105 Madison Ave., NEW YORK

THE Mack BRAND

POPULAR WAISTS FOR ALL OCCASIONS

CREPE de
CHINES
JAP SILKS
VOILES and
WASH WAISTS
also **WHITE** and
COLORED
WAISTS



Mack Brand Waists sell readily because they please customers at sight and satisfy in the wearing.

Distinctive in style and of enticing values, they bring ready sales and substantial profit.

Our Spring Range will entrench us further with the trade as the House of Quality at special values.

Our deliveries are prompt.

See our lines of value.

McCutcheon Waist Company, Limited

329 St. James Street, Montreal

Phone: Main 1540

Your Spare Time

IN EXCHANGE

For Our Money

Will you exchange a part of your spare time for our money? Does it interest you to know that we are employing hundreds of men and women, right here in Canada, to represent us during spare time and "off hours." For their otherwise leisure hours, our representatives are greatly increasing their regular incomes. A number of our best representatives find that their spare-time efforts earn for them more than their regular occupations.

Our plan takes no time from your regular duties — your spare time is all we want at present. Are you willing to exchange it for cash, providing we prove to you that money can be made? Supposing you write us a line by return mail and say, "Send full particulars regarding your spare-time, money-earning plan," *that will do.*

The MacLean Publishing Co., Ltd.

143-153 UNIVERSITY AVE. - - TORONTO, CANADA

FUR DEPARTMENT

FURS UP AT ST. LOUIS

Big Advance in Most Skins—Ermine Up 50 Per Cent.: Beaver, 40 Per Cent.: And Red Fox, 60 Per Cent. Over Last September.

HIGHER prices for furs for the retail trade for 1917-18 are made certain by the results of the fur sales in St. Louis, which with the cutting-off of most of our European supplies of skins has become an increasingly important factor in the Canadian fur field. In nearly every line the end of January sales realized prices that ran from 10% to 60% higher than in last September. The sale was the largest ever held in America, over $500,000 worth being disposed of in a single day. The next auction at St. Louis will be held on April 16.

In a review of their sale, Funsten Bros. & Co., say:

"While the prices obtained for muskrat, skunk and Opossum were satisfactory, had it not been for the publication of the German note just previous to the selling of these articles, still higher prices would undoubtedly have been realized.

"The fur trade of America has good reason to feel gratified over the very favorable results obtained at this sale. The largest quantities ever offered at public auction in this country were eagerly competed for and sold at advanced prices. A much larger offering could have been disposed of without affecting the market."

Among the advances were: Alaska seal skins, 20% up; Russian squirrels (50,000 sold), 50%; Russian sables, 25%; silver fox (450), 20%; chinchilla (1,150), 25%; Australian Opossum (22,000), 25%; cross fox (1,000), 50%; marten (4,800), 40%; white fox (1,300), 30%; fisher (800), 10%; lynx (12,600), 40%; ermine (55,000), 50%; beaver (11,400), 40%; mink (51,000), 10% for old, and 50% for fresh; badger (7,000), 15%; wolf (18,000), 15 to 30%; civet cat (16,000), 10%; otter (3,300), 30%; bear (900), 10%; grey fox (5,700), 40%; muskrat (1,250,000), 20 to 37½%; Kolinsky (15,000), 25%; fitch (2,500), 25%; opossum (250,000), 10%; skunk (210,000), 30%; red fox (8,700), 60%; raccoon (160,000), 30 to 40% up.

Blue fox and Japanese fox were the same.

RUSSIAN FUR PRICES

Prices for fox skins (converted into Canadian money) were as follows: silver fox, $155.00 to $1,290.00; blue fox, $26.75 to $206.00; cross fox, $15.50 to $25.75.

The low prices offered for Persian lamb last year caused these skins to sell well this year; most of the stocks having become exhausted, prices were much higher. About 2,500 bales were sold, ranging from $51.50 to $97.85 per 10 skins.

Comparative Sales and Prices of Leading Skins

A COMPARISON of the fur auctions of C. M. Lampson & Co., provide interesting figures as to total numbers of skins sold in 1916, 1915 and 1913, the last complete "peace" year. These are given in detail by the New York firm as follows, a few of the figures being estimates:

	1916	1915	1913
Musquash	$3,269,006	$2,583,749	$4,790,494
Fox, red	35,844	23,648	96,295
" cross	831	1,213	4,112
" silver	382	207	982
" grey	16,757	4,189	32,000
" kitt	18,832	16,010	63,288
" white	6,546	2,785	12,743
" blue	194	700	3,511
Australian red	60,293	50,891	125,707
Skunk	559,556	263,097	863,638
American opossum	261,500	261,651	$15,594
Australian opossum	542,852	118,837	*275,600
Ringtail opossum	109,207	50,810	202,042
Racoon	81,385	75,886	302,720
Civet cat	64,875	34,875	104,875
Wolf	65,304	27,092	53,215
Wolverine	929	262	1,141
Kolinsky	155,407	50,305	148,817
Fitch	24,765	22,940	29,915
Otter	3,334	1,718	14,403
House cat	22,739	16,793	97,677
Wild cat	16,220	6,926	35,310
Lynx	3,609	4,173	8,100
Fisher	188	252	2,422
Bear	9,785	5,015	17,568
Beaver	5,602	3,562	23,670
Badger	836	519	12,758
Mink	15,341	20,213	120,619
Marten	4,852	5,652	.....
Baum marten	1,024	674	3,072
Stone marten	3,801	2,658	7,620
Japanese marten	1,008	1,949	9,055
Ermine	60,964	67,495	252,032
Squirrel	380,036	138,711	628,177
Russian sable	1,198	947	11,510
Chinchilla	2,655	1,900	19,994
Mole	580,995	718,278	1,456,124

*Close season.

During 1916 red fox showed a decline in value of 20 per cent.; cross and white fox advanced 10 per cent. Skunk advanced 20 per cent.; raccoon advanced 25 per cent.; civet cat advanced 25 per cent.; stone marten declined 10 per cent.; Russian sable and chinchilla advanced 20 per cent.; mole advanced 25 per cent.; wolf declined 30 per cent.; wolverine advanced 15 per cent.; kolinsky and fitch advanced 10 per cent.; otter declined 20 per cent.; house and wild cat declined 20 per cent.; lynx declined 20 per cent.; fisher advanced 17½ per cent.; black bear declined 10 per cent. and brown, 30 per cent.; beaver declined 20 per cent. In all cases the decline or advance in prices cited took place in October as compared with March prices.

PLAYING UP SPORTS LINES FOR SPRING



A regular "drive" on pronounced patterns in sports ready-to-wear lines is being made by some of the big stores. The T. Eaton Co. have had several windows in already which attracted general attention.

In this window display of striking new sports togs, three of the skirts had shades of citrus as the ground color, two had Spring green, two oyster white, one deep old rose; one of satin (in the right foreground) had 5-inch stripes of black alternated with the same width of marble stripes in oriental colorings. The color schemes of the skirts were carried out in the Georgette blouses and hat trimmings; in some cases the same designs were shown in these. Accompanying the chartreuse and black skirt in the centre are a parasol and hat with Egyptian block pattern in similar colors. Materials are satin, Khaki-Kool, Yo San and Sportoplin.

Two lines of sports skirts specially advertised by Eaton's are described as follows:

Myrtle green serge, overplaided in gold and grey confections, one of these new sports skirts. The top is gathered above a narrow belt, and an odd, doubled over flap accentuates the smartness of the one pouchy pocket. Price **$8.95.**

On a skirt in small green plaid with gold over check, the yoke panels over each hip might almost be mistaken for haversack pockets, and the velvet trimming heightens the illusion. Price **$7.95.**

WORKING PRICES ON FIFTY-FIFTY BASIS

(Continued from page 31)

"In the case of Axminster Rugs, I bought my Spring lines for 1916 in 1915 and paid $23.00 for a 9 by 12 rug. These were sold at $31.50 up to $33.50. To-day the price is $31.00 wholesale. The price was raised in early Fall to $33.50 standing at $31.50 for the Spring, but for Spring of 1917 this will advance again to $37.50. I may say that the highest price I paid for any of the rugs we have in stock was $23.00 but I bought them some time ago and these will sell at the $37.50 which is not in keeping even then with the present wholesale price. Some of these rugs I notice are sold at $45.00 even here.

Now so far as the price of $31.00 is concerned I would say that it would be unwise to buy at that price because the selling figure would be so high that people would not take them. **That is a clear case where I would not follow the price up.**"

HOUSE FURNISHINGS

LINES—	Wholesale Prices 1914	1916	Retail Prices, Winnipeg 1914	1916	1917	Retail Prices, Hamilton 1914	1916	1917	Retail Prices, Montreal 1914	1916	1917
Can. oilcloth, 2 yards wide	.22½	.26	.30	.40	.42	.25	.30	.35	.35	.50	.60
Linoleum, 2 yards wide	.36	.50	.50	.60	.65	.50	.65	...	.55	.85	...
Tapestry rug, 3 x 3	7.50	12.50	12.50	20.00	20.00	...	...	...	11.00	19.00	...
Cretonne	07½	.12½	.12	.20	.25	.25	.35	.50†	.12½	.20	...
Window shades	.25	.45	.35	.65	.75	.35	.55	...	.35	.65	...
Curtain nets	.15	.22	.25	.25	.50	.22	.28	.35	.22	.33	...
Curtains, lace	.33	.55	.60	1.00	1.00	.49	.60–.65	.85	.45	.80	...
Blankets, all wool, lb	.65	1.20	.40	.60	.70	*8.50 pr	12.50 pr		1.00	2.00	...
Blankets, flannelette	1.30	1.85	...	...	...	1.75	1.98	2.25-2.50	2.00	2.75	...
Axminster rug, 9′ x 12′	18.00	31.00	22.00	30.00	45.00	27.50	33.50	37.50	27.00	46.50	...
Axminster mat, 27″ x 54″	1.70	2.75	2.25	3.50	3.75	2.50	2.98	3.50	2.50	4.25	...
Wool felt	.45	1.40	Off market.			.65	1.25	2.00	.65	2.15	...

*Blankets on basis of cost of 25 and 35c respectively.
†Where cost was 16 and 25c in 1914 and 1917.

The Style Value in Gossard Corsets



THE style value in any kind of woman's wearing apparel is invariably the deciding factor in its sale.

In corsets this fact is particularly emphasized, for the corset is the very foundation of style.

Gossard Corsets, now manufactured in Canada as well as the States, are the recognized standard of corset style, the foundation over which are created the model gowns that are copied the world over.

The H. W. Gossard Company discovered and introduced the Nine Ideal Figure Types, and for each type manufactured many corsets that give the correct style expression as it is interpreted in the world's leading fashion centers.

Gossard Corsets are more than half sold when they go on your shelves; the new Gossard line will mean quick turnovers in your corset department, and bring added style value to your store.

THE CANADIAN H. W. GOSSARD CO., Limited

284 TO 288 K NG STREET WEST - TORONTO, CANADA



FURS for the SEASON of 1917

Established in 1852

FOR the coming 1917 season we are preparing for a greater volume of business and will devote special effort to the prompt serving of our customers and taking care of all orders.

The term BEAUTIFUL will be applied to our furs for 1917.

New creations will fully maintain our name as Canada's Fur Quality House. The styles our designers have created are exceedingly attractive and meritorious.

A very complete range will be in the hands of our travellers early in March, and we bespeak an inspection before placing your orders elsewhere.

L. GNAEDINGER, SON & COMPANY

90, 92, 94 ST. PETER STREET, MONTREAL

NOVELTY AGE OF WOOLEN SWEATER COATS

Mills Recognize That Future Sales Depend on Style Changes Each Season—Following Silk Coat Styles in Sailor Collar, Stripes, Flare at Bottom, and Raglan Sleeves in Some Cases

THE new era that has been predicted during the past couple of seasons by DRY GOODS REVIEW in connection with sweater coats for women would now seem finally to have been reached. Several years ago, when the ordinary woollen sweater coats came in so strongly, some manufacturers seemed to be of the opinion, as indeed were a great proportion of the trade, that this would become a staple and permanent line, and that there would be good selling in it all the time.



New silk sweater with close-buttoning reversible collar; cuffs to match.

It was not long before this idea was dispelled. One of the chief reasons for this was in the very excellent quality of the goods themselves. The ordinary sweater coat would never wear out. Unlike the millinery business, where everyone gets at least two hats a year, there was no question of even one sweater coat a year. Once you got one, it was good for two, three, four or five years. Once the fair proportion of customers had been supplied, the demand fell off. Ordinary business conditions, of course, contributed to this since 1914, and the high price of wool also proved a factor against an increase in sales, or even the old marks being retained.

An intermediate stage, however, came in before the woollen sweater coat had reached what now seems its real position. The silk coat was ushered in, and at once the makers started in on a fine line, usually of delicate, or of bright colors, and gave it from the first a stylish cut that followed closely each season the varying styles in cloth, ready-to-wear. First, there were the solid colors, then the trimmings, then the stripes were brought in to meet the craze for stripes in sport goods, and, indeed, in practically every line. The higher price, of course, prevented general sales of silk coats, but undoubtedly there has been a steady increase in the sale for the past three or four years, and the indications are that this Summer will see a splendid business done in them, probably a record to date.

Following Silk Coat Patterns

For the first time this season the manufacturers of wool coats are taking pattern off the silk coat. One mill, large makers of sweater coats, both for women and for men, stated to DRY GOODS REVIEW that they had at last come to the conclusion that while men's lines would remain practically unchanged, that they must provide



A Handsome Model

This is a striking brushed Fall model with wide sailor collar, pom poms for buttons, and trimmings of white with Paddy green body. Made by Williams-Trow Knitting Co.

novelties each season in order to keep up their business in women's sweater coats.

Another mill has brought out a line that follows very closely the silk coats, and at a distance looks very much like it. It is of a close weave, light weight, with a large sailor collar of white, trimmed with the color of the body of the coat. The sash is, of course, part of it, raglan sleeves, and box pleat pockets, and there is a wide flare at the bottom. This mill is making nearly all its sweaters with this flare, as it is seen in the case of the silk coat, and consider that this will be a distinct departure in women's coats.

Slightly Longer Tendency

A number of the mills have felt that the extensive use of the sash appears to draw the coat up a little at the waist, and to make it appear shorter than the old sweater coat did. As a result, they have added two, three or four inches to the length in a great many cases, coats running from the previous length of 28 inches and 30 inches to about 32 inches or even 34 inches now. The skirt of the coat to which reference has just been made is 54 inches around, and in some cases a little greater, whereas about 40 inches was the original measurement. In this case the manufacturer avoided the use of brushed knit fabric in order to make the appearance very close to that of the silk. On the other hand, the brushed knit is being shown by most mills much more prominently than before, and, of course, practically all the sets are made of the brush fabric. The favorites in this in colors so far are Copen and padding purple; canary and white is also strong. It is expected that this coat will take the place of the cheaper grade of silks, as in style it approaches the highest grade.

Sailor Collar Coming On

While the regular collars are seen on the majority of coats, there is a feeling towards the sailor collar as somewhat smarter. This allows of a larger use of trimming, and brightens up the garment.

The brush coat is getting stronger, as it has been the past season, although it is not as well adapted to the style feature as the plain light wool.

Attractive Lines of Silk Coats

In the silk coats a number of new designs are being brought out with stripes, in various forms, the central feature. A very attractive one with blazer stripes of Copen and white has the belt at the back divided into two narrow bands of the Copen, at top and bottom, and the belt continuing to the front in vertical stripes of white and Copen alternating.

The sailor collar is quite the favorite now in the silk coats.

A very dainty variation shows a mixture of white and one other color, with a black edging used between white stripes. This trimming comes around the skirt of the coat, and on the collar and cuffs.

Some Favorite Colors

Some of the favorite colors in the silks are Copen, watermelon pink, Kelly green, and apricot. Indeed, Kelly or Paddy green have come into a big demand, according to a number of mills and wholesalers.

ITALY ORDERS CANADIAN UNDERWEAR

One Hundred Thousand Dozen From Canada—Looking for Russian Business

The Canadian Knit Goods Manufacturers' Association received an order early in February from the Italian Government for 100,000 dozen heavy ribbed undershirts, which will represent in the neighborhood of $2,000,000.



Olden and Modern Combined

A novelty in a sweater, replacing a sweater coat, but retaining "V" neck in place of collar close under the chin.

A number of the mills declined to take any of the order, as they were loaded up already with domestic orders. A factor that determined some of the mills, however, was the fact that this order would give them a stronger claim for preferential treatment from the British Government, which controls the wool supply from Australia and New Zealand. Some of the Canadian mills were beginning to be anxious over their chances for wool and yarn supplies for the present year.

At the present time a representative of the Knit Goods Men's Association is in Russia trying to arrange for an order from the Russian Government for delivery next Spring, when it is thought the present rush from the domestic orders will be better in hand. The purpose in seeking Russia is to establish a connection that will continue after the war. The Canadian mills expect also to secure permanent business with Italy after the war is over.

IN A WORD

AS HAS been said before, let us repeat: It is no time with prices as they are to speculate, or order more than you are reasonably sure you can sell in your Fall season of 1917. At the same time there is everything to indicate that it will be wise to buy for your exact needs now: postponement will mean failure of delivery, or at least higher prices.

RECORD SEASON COMING FOR SCARFS AND CAPS

Mill are Turning Out a Superior Line of New Goods — Mixtures and Plaids in Novel Effects—Tan is Reported Absolutely Dead.



Checkerboard Trim

This smart set is in Copen and white, but comes in a wide range. Shown by Monarch Knitting Co.

CANADIAN manufacturers are at last coming into a big business in sets, the scarfs and caps, and it is the general belief in the trade that there will be a tremendous run on these sets for the Fall and Winter of 1917. For the first season few Canadian mills succeeded in turning out the soft, wooly goods, in dainty effects, that were demanded; but for the next Fall they certainly have excelled, and some beautiful models are being shown.

One of these is a little removed from the usual contrasts in patterns, with a solid color and a pure white alternating. It goes on the principle of a "mixture" of the two colors, running as the body of the scarf or cap, leaving white as the usual trimming color by itself.

Plaid Effects in Three Colors

Imitations of plaid effects are being tried out by several mills. Some are in two-color combinations, and a number in three. The only weakness in the latter is a tendency for the colors to "run," as it were, in the brushed sets, as a result of the brushing process, so that they do not stand out as distinctly and clean-cut as in the cloth fabrics. However, they look to be due for good sales. Some of the combinations seen were Copen, black and white; melon, white and khaki; fawn, khaki and Irish; Kelly, white and cardinal white, black and scarlet. Copen, melon and scarlet are among the leading sellers in the regular sets.

The prices on the sets do not show the advances that are noticed in the sweater coats, as the amount of yarn used is comparatively small. The scarfs run usually from about $11.50 to $30, the latter being for the plaids, while the caps run from $6.50 to $10.50.

It should be noted that most buyers agree with the makers that the favorite big tam of 1915-16 is practically dead, and for 1917 will be replaced almost entirely by the smaller, jaunty little caps, either with one or two pom-poms. Many dealers have found the tams left on their hands this past season, and the mills, forewarned, are discarding them in favor of the cap.



Smart Bathing Suit

One-piece knitted bathing suit with skirt, and set-in section at sides. Comes in navy with white trimming, grey and cardinal, etc. Made by Monarch Knitting Co.

SITUATION IN WOOL, YARN AND DYESTUFFS

Lots of Cotton Yarns From England But Few Cashmeres, Latter From the States — Only Six Months Ahead Thus Checking Sales of Made-up Goods — Greater Quantities of Dye Stuffs Bring Decline in High Prices.

Written for Dry Goods Review by Knit Goods Manufacturer

IN SOME quarters, including a leading daily paper, a scare has been thrown out in reference to a famine in wool and woolen yarns in Canada for 1917. The basis for this, of course, was the action of the British Government in taking control of the entire Australian and New Zealand wool clip, and the suggestion that its export could be secured only by license, and that in very limited quantities, and with difficulty even then.

We are not anticipating the rather gloomy conditions thus pictured. It is quite true that in the last couple of months there has been more difficulty in getting Australian wool through, and more delay than usual owing to the embargo, but we are confident this condition will improve.

The whole action of the British Government in taking control of the wool clip has seemed to me to be for the purpose of steadying exchange. The United States has the whip hand in cotton, and England was determined to obtain a whip hand in wool. No doubt this cause was supplemented by the desire to see their own industries—commercial as well as military—well supplied.

Wools Now Double Former Price

So far as prices go, Australian wools, fine merinos, have advanced 100 per cent. since the war started, and 25 per cent. since last season. New Zealand cross-breds, the same, and Canadian coarse wools equally. In cottons, 2-thread Egyptian 40's have gone up from 13d. to 33d., with the result that the Balbriggan lines formerly made of this will be off the market for the Spring of 1918—the price we would have to charge for it even now would be $7.50, in place of $3.85 originally, a prohibitive figure.

Apart altogether from the scarcity of this wool or that yarn, a new condition confronts us. In normal times we could place open orders for practically any yarn we required for a year ahead (wool and cotton being cash purchases). But now, in January, we cannot, for instance, buy cashmere yarns farther ahead than July. The result is that we cannot sell our manufactured product, with safety, more than a few months ahead; not one year, as before. We must hedge for the future.

On our lines the figures fixed by us for the original placing orders would stand for the entire season; last Fall's original prices were changed several times. This may not be repeated for Fall 1917, simply because we have not taken any more orders than we know we can fill at present prices. If we take on any more business later, no doubt it will be at higher prices.

Cashmere Hard to Get; Cottons Plentiful

Coming to particulars, cashmere yarns at present are almost unobtainable, and percentage yarns in limited quantities. Cotton yarns from England have greatly improved; deliveries now are good, so that we don't have to go to the States, as last year. Cotton yarn deliveries are as good as cashmeres from England are bad, and we have to go to the States for the latter. The mills there would book you up for the cashmeres, but what they do accept, you can be sure of deliveries.

So far as future prices go, I look to cotton yarns to hold firmly. Raw cotton, which is always more or less speculative, I look to keep up pretty well, even if the new crop is a heavy one. No more chance of 25-cent cotton, however, looks to be in sight.

On the other hand, when the war ends, and if Germany and other countries that have been starved of their cotton rush into the U.S. market, prices instead of dropping, as many think on a declaration of peace, must, I feel, go up as a result of the heavy demand.

CENSUS OF CANADA'S NEEDS

A Canadian knit goods manufacturer told Dry Goods Review that a census was being taken among the knit goods mills for the purpose of ascertaining how much Australian wool they would require for 1917 on the basis of last year; and what proportion of this would be or had been used for domestic, and what for filling war orders. This information was to be obtained for the Minister of Trade and Commerce, who would forward it to England. It is felt that arrangements are thus under way to supply Canada with her requirements of Australian wool, on which an embargo was placed some weeks ago.



New seamless full fashioned hose in lisle (left) and cashmere (right), special devices giving more slender ankle and better fitting top. Made by Mercury Mills.

Great Improvement in Dyes

The dye situation is getting distinctly better. We are getting more from England, and from the States as well. More, not only in quantity, but in variety, and conditions from now on are certain to improve steadily.

Not only so, but with the greater supply, prices are declining, and the future tendency is still lower. Not that they are still not many times what they were before the war, but nothing like the extreme high figures they reached at the height of the scarcity.

GOSSIP OF THE MILLS

"I WAS compelled to buy 15,000 to 18,000 lbs. of cotton yarn in the States the last two months."

"I ordered fine Botany yarns in England last April for delivery three months ago. They are not here yet."

"Two-piece underwear I sold last year for $8.25 is $9.75 now and nearly all cotton.

"Another line that was $11.00 is $13.25 now, and a third that was $20 is $25 now."

"In all cotton, one line has advanced from $4.25 to $5.40, and another from $7.50 to $10.00.

"In sweater coats a $39.00 line before the war was $54 last Fall and is $76 now.

"My cheapest ladies' sweater in 1914 was $36; now it is $60.

"A $4.50 percentage vest is $6.50 now, with accent on the percentage; a 45 per cent. advance. Cotton yarn that was 25c to 27c is over 40c now.

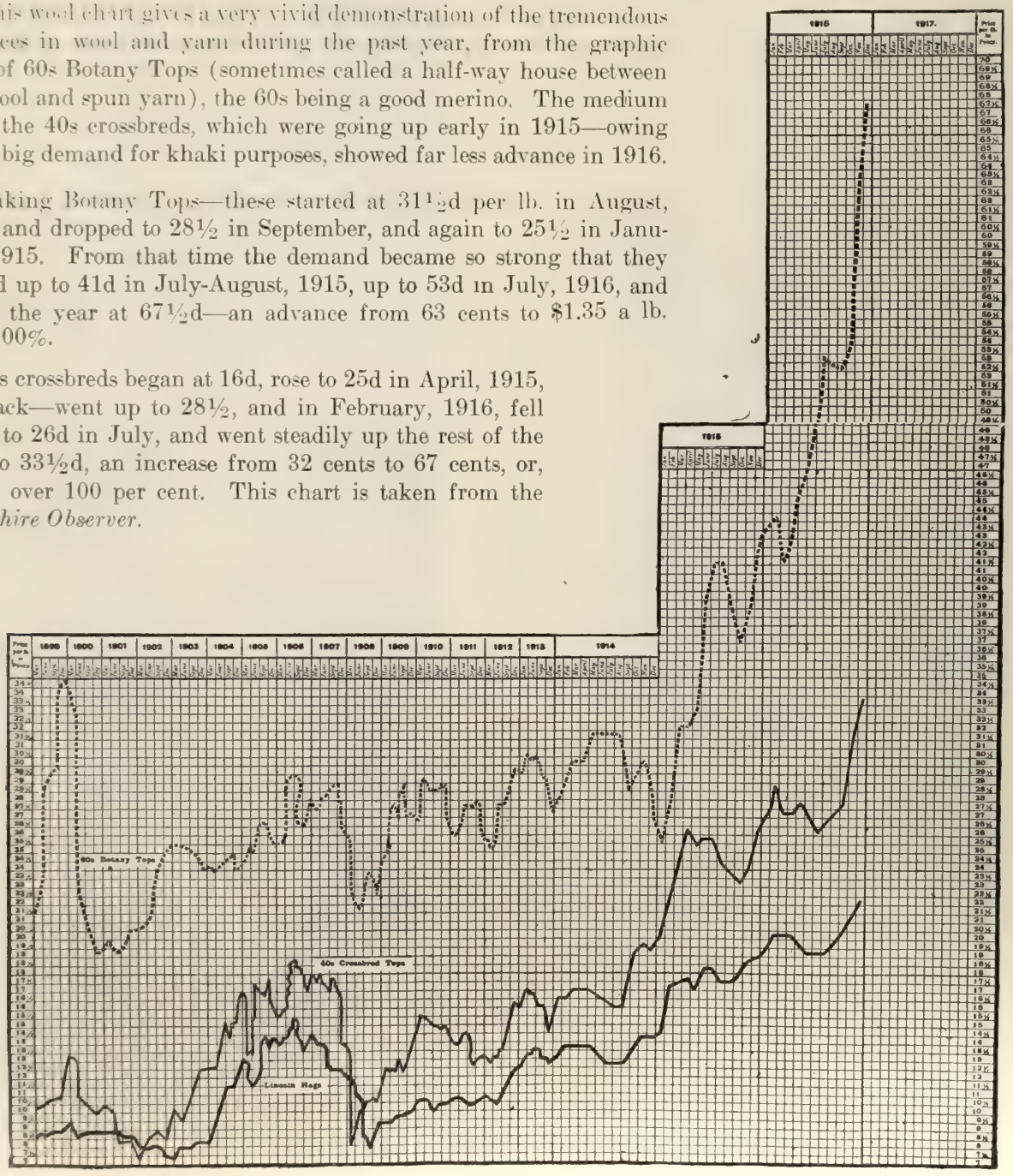
"Very fine cotton yarn that cost 55 to 60c is 90c now."

DOESN'T THIS WOOL CHART MAKE YOU DIZZY?

This wool chart gives a very vivid demonstration of the tremendous advances in wool and yarn during the past year, from the graphic table of 60s Botany Tops (sometimes called a half-way house between raw wool and spun yarn), the 60s being a good merino. The medium yarn, the 40s crossbreds, which were going up early in 1915—owing to the big demand for khaki purposes, showed far less advance in 1916.

Taking Botany Tops—these started at 31½d per lb. in August, 1914, and dropped to 28½ in September, and again to 25½ in January, 1915. From that time the demand became so strong that they rushed up to 41d in July-August, 1915, up to 53d in July, 1916, and ended the year at 67½d—an advance from 63 cents to $1.35 a lb. over 100%.

40s crossbreds began at 16d, rose to 25d in April, 1915, fell back—went up to 28½, and in February, 1916, fell again to 26d in July, and went steadily up the rest of the year to 33½d, an increase from 32 cents to 67 cents, or, again, over 100 per cent. This chart is taken from the *Yorkshire Observer*.



BATHING SUITS

WITH the scarcity of other materials for bathing suits, knitted lines are likely to have a good time this Summer. Several new lines have been placed on the market.

One firm is filling some large orders for Western Canada—the Pacific Coast—of one-piece bathing suits for women, without skirt and also without arms, as the salt water chafes the arms with a sleeve.

The East has a different feeling along this matter, and demand the skirt. However, much of the elaborateness has been done away with, and the upper part on one popular type is quite plain with a simple skirt. The arms are very short. There is either a piece set in the side or it is slit to secure fullness.

The most popular color in women's and men's alike is solid navy, or navy with white stripes; navy and cardinal or purple and white. Red and white, cardinal and white and grey with white are sold also.

RETURN OF SWEATER

A NEW tendency in men's knit goods is seen for next Fall in the return to popularity of the old-time sweeater. This has been discarded for some years by the sweater coat as a neater garment, and one that approached more nearly to the regular coat. But it has been found that the very high cost of wool and yarn has made it necessary for some substitute to be found that would not include the cheapening so much of the fabric as a lessening in the amount of wool used in some other way, and also in the labor required to turn it out. The natural result has been that the sweater has returned to favor. These sell at from $18 to $36, as there are very few good sweater coats that can be bought below $36 at the present time, and most run higher.

The demand for colors for men run around greys, Oxfords, and browns. There was a feeling that greys might become popular in women's, but one mill told DRY GOODS REVIEW that they had not sold two dozen grey ladies' coats all last year.



Smart "Mixture" for Fall

This particular line of novelties for Fall comes in a variety of combinations with white. Shown by Williams-Trow Knitting Co.

There is an approach to the sweater being shown in women's coats to what is called the slip-over sweater. One of these is illustrated in this issue. This avoids the usual roll collar at the neck, and has a collar cut down in V form like the old silk sweater coat. But this is the only opening in the coat, the rest being knit around just like the ordinary sweater. The collar comes both in the simple V shape and in the slight sailor effect. As a rule, there is a flare at the bottom of the coat, such as is shown in a number of sweater coats. Indeed this flare is one of the features of the new knitted lines for next Fall.

AS SEEN IN THE TORONTO SHOPS

THE stores are arousing more interest every day with their early displays of Spring things and special sales of Winter wear. Sports apparel is very prominent in the more exclusive lines. Afternoon gowns, fine footwear, millinery, accessories and street costumes attract much more attention than does evening wear, which is significant of the trend of Canadian life at present.

New raincoats at Eaton's are of silk. One is of gobelin blue with old gold plaid design; smoked pearl buttons; the collar is reversible, a deep shoulder collar is stitched to the coat down the front. Other models are in black and navy satins, plaids and a bright, silvery green silk.

Simpson's offered a line of waist-lengths of crepe de chine and Georgette in blues, browns and a few pinks, with oriental and geometrical patterns in old rose or green. The designs were circular, to be cut out in the centre for kimona style.

The present vogue for all sizes and kinds of chintz-covered boudoir boxes has brought out a stand at Murray-Kay's, to serve as a case for these boxes. Shelves and sides are open and spaces vary in size to fit the different boxes from band-box to glove-box. These frames are of white enamelled wood or walnut and stand about three feet high.

A skirt of white "sportoplin," with large fancy spots of tan and old rose is shown at Eaton's, with a tan wool jersey sweater which has khaki-kool collar and cuffs with tan and old rose design.

Some new white cotton gabardine skirts have novelty pearl clasps for the pearl buttons on the pockets. These clasps are attached to tabs suspended from the girdle.

An imported afternoon frock of prune-colored Georgette had an apron panel back and front from neck to hem of satin in same shade; soft, loose sash-girdle of the satin also.

"Shadow-Lawn Green," the color-name which Mrs. Woodrow-Wilson permitted to be used, is mentioned in Canadian shops as likely to be popular here also. Shadow Lawn is the name of the President's Summer home in New Jersey.



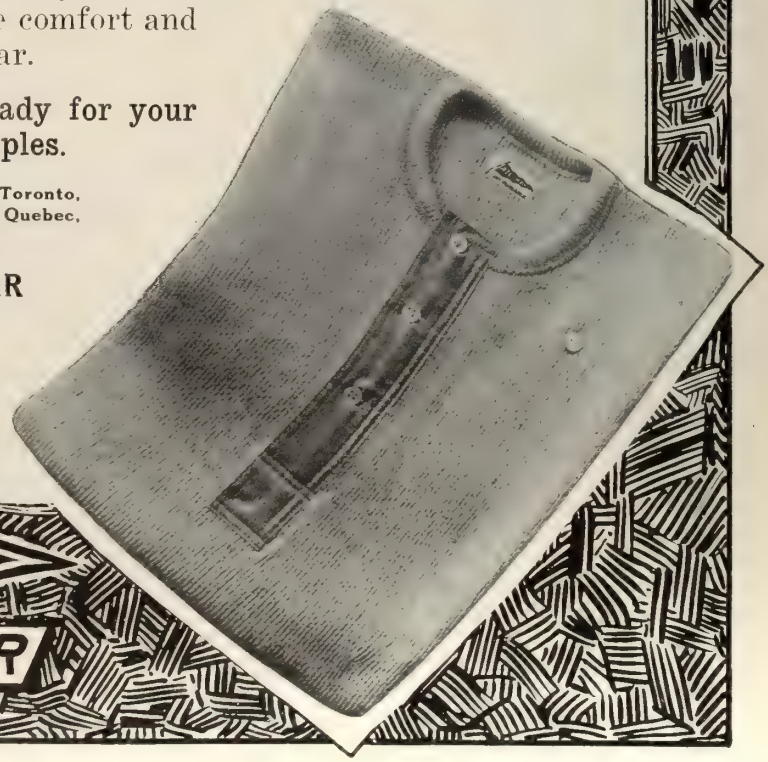
Pure Wool—No Shoddy

Here is an underwear that will not hurt the conscience of the most exacting dealer. Tell your customers that Atlantic Underwear is absolutely all wool—no shoddy—and moreover—good wool. Toughened and seasoned by the keen Atlantic breezes. Wool that is guaranteed not to shrink—your customers will appreciate the comfort and goodness of this underwear.

Our 1917 samples are ready for your inspection. Send for samples.

E. H. WALSH & COMPANY, Toronto, Ontario, Selling Agents for Quebec, Ontario and Western Canada.

ATLANTIC UNDERWEAR COMPANY
MONCTON, N.B.



ATLANTIC UNDERWEAR



The above is an illustration of a new children's suit made in brushed mottled effects in a variety of good sellers. Our Children's Knit Goods Specialties this season are a special feature.

BOB LONG
BRAND
REGISTERED
KNOWN FROM COAST TO COAST

Knitted Goods with Special Features

That appeal to your customers

The quality is there to back up every sale — the profits are there to make it worth your while.

This is a winning combination for the progressive dealer, and when it is backed up by a growing demand for "Bob Long" Brand goods, business expansion is assured.

The season's range of "Bob Long" Knitted Goods comprises many new and effective styles that will be sure to create heavy buying. We advise placing your orders as early as possible, owing to the uncertain condition of the market.

When the "Bob Long" man calls be sure to inspect his samples.

R. G. Long & Co., Limited

TORONTO, ONTARIO

Also manufacturers of **"Bob Long"** Union Made Gloves, Overalls and Shirts, Moccasins and High-grade Sweaters for men, women, boys and girls.

A British Company (founded 1883) under British Control

JAEGER
Fine Pure Wool

NOVELTIES
FOR
SPRING
AND
FALL
1917

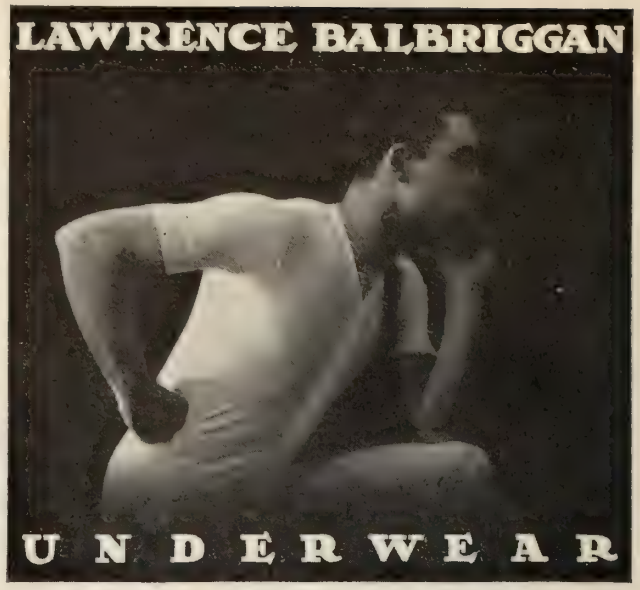
Our Travellers have left with a full range of new lines and standard goods for the season.

We have made all provision possible in these times, for supplies.

Our agents can rely on our best endeavours in the execution of orders, which should be placed as early as possible.

DR. JAEGER'S
SANITARY WOOLEN SYSTEM CO. LIMITED

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The finest lightweight undergarments in the world.

Cool, comfortable, infinitely superior to woven cloths in porosity and absorbency.

Hand-tailored—every garment cut individually from pattern, which insures fullness in seat, under the arms and across shoulders.

Unequalled in perfection of tailoring and finish.

Made by the largest producers of balbriggans in the world—a guarantee of fair price and reasonable delivery.

Ask your wholesaler.

THE LAWRENCE MFG. CO.
LOWELL, MASS.

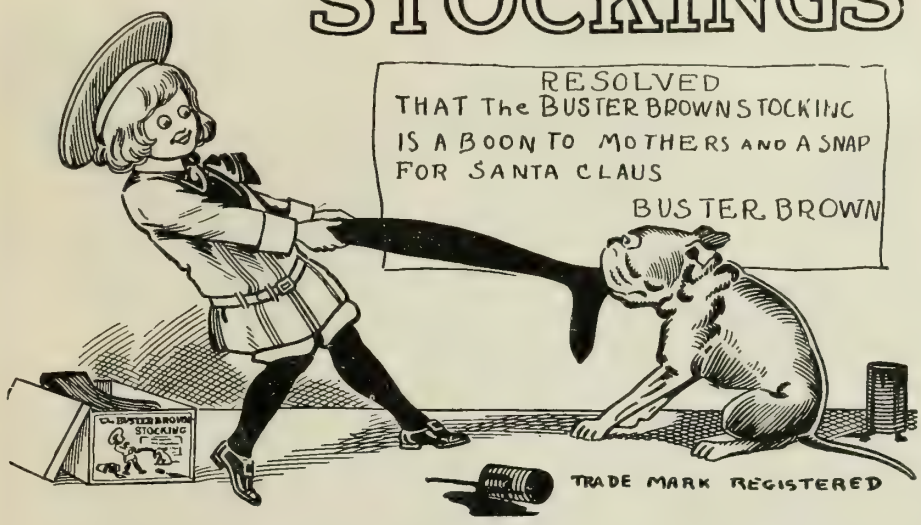
Makers of Shirts, Drawers and Union Suits for Men and Boys

Selling Agents

E. M. TOWNSEND & CO.
345 Broadway, New York
BOSTON PHILADELPHIA CHICAGO

BUSTER BROWN STOCKINGS

SUNSHINE HOSIERY REGISTERED.



Wise dealers reaching out for repeat business carry only the highest quality goods—for quality counts. Buster Brown Stockings hold an enviable position among the lines of boys' hosiery.

Buster Brown Boys' Stockings are widely known and in great demand. They have double elastic leg, narrow foot and ankle, three-ply heel and toe—wear unusually well. One-in-one rib, sizes 5 to 10½, black and tan; sold in 1 doz. boxes.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited
Largest Hosiery Manufacturers in Canada
Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED



"MONARCH KNIT HOSIERY" for Men, Women and Children, in Silk, Mercerized, Lisle, Cotton and Cashmere.

"MONARCH KNIT" HOSIERY

PRESENT conditions are opportune for the introduction of a line of hose, which will be a permanent asset to your business. It is not our intention to produce a "price" hose by a "shaving off process." We do not believe you or the public want it. THE QUALITY of each line of "MONARCH KNIT" Hose will be STANDARDIZED.

The very newness of this department in our business means the latest improved machines, and most modern methods for finishing. This enables us to produce a Hose that is superior in Style, Quality and Workmanship—guaranteed to *Look Well, Fit Well, Wear Well.*

"MONARCH KNIT" HOSIERY means satisfaction to your customers.

The Monarch Knitting Co., Limited

Dunnville, Canada

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.



THIS Range offers you the largest variety, the best values, and the best styles shown anywhere. The feature of 1917 Sweater trade will be the Jumbo stitch. To handle the big demand for this line, we have doubled our capacity in this Department, and are showing an excellent range at representative prices.

The original "Pullover Sweater" will regain a good deal of its one-time popularity during the coming season. Increases in the price of knitted coats will make the Pullover a logical and economical purchase for many of your customers.

Consider this point when placing your order for Fall, 1917.

The Monarch Knitting Co., Limited

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Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.



St. George Brand UNDERWEAR

Combinations in

Scotch Knits, Heavy Wool Rib and Fine Elastics



A feature of this line of combinations which adds to their strength and wearing qualities is the Reinforced shoulders and the Latest Closed Crotch. This line goes hand-in-hand with our old Reliable and popular two-piece suits—the

St. George Unshrinkable Underwear for Men

Push the St. George Brand for satisfactory underwear sales and future business-building.

The Schofield Woolen Co.
Limited
Oshawa Ontario

Make Early Connections

WITH

BENTRO KNIT
THE WEAR IS THERE

For Unusual Values



The success of the Bentro Knit Line during 1916 presages exceptionally brisk selling for 1917. We are even exceeding the excellent values of the past. This means much to dealers for the *"BENTRO" KNIT LINE* has a reputation for being better in style, better in quality, wear and finish.

Make early connections with us to share in our unusual values for your 1917 *selling.*

See the Bentro Line of Sweater Coats, Mitts and Gloves, Caps, Scarfs, Skating Sets.

"The Wear is There"

The Williams-Trow Knitting Company Limited

Stratford, Ontario

J. M. Robertson & Co., Toronto — J. B. Trow & Co., Montreal — O'Brien Allan & Co., Winnipeg
E. Elworthy, Regina — A. M. Mouat, Calgary — A. J. Snell, Vancouver — G. R. Lyon, Northern Ontario

Circle-Bar Hosiery

For

Men Women Children

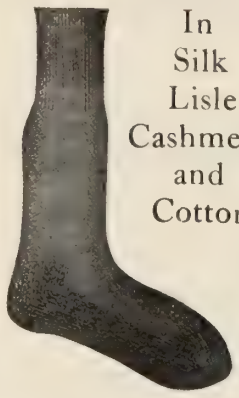
CIRCLE BAR Registered

HOSIERY

A year ago the fifth of this month we made our first shipment. Every month since has shown a big increase in production, and we keep adding equipment just as fast as we can train or procure capable operators.

We use high-grade yarns, best obtainable dye materials, with filtered Lake Huron water, which gives more than ordinary richness and fastness of Color.

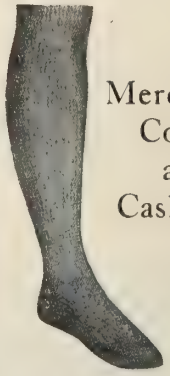
Everybody around our mill believes in Circle-Bar Hosiery, and we are trying to make them so good that they will give entire satisfaction. Is not this a good line for you to sell? Samples for Fall, 1917, are now in the hands of our representatives.



In Silk Lisle Cashmere and Cotton



In Silk Lisle Cotton and Cashmere



In Mercerized Cotton and Cashmere

Are Making Good

THE CIRCLE-BAR KNITTING CO., Limited, Kincardine, Ont.

WE DISTRIBUTE EXCLUSIVELY THROUGH

52 KNIT GOODS MILLS

From these 52 mills, we are prepared to meet any demand for any grade, style and weight of underwear or sweater coats, suitable for any climate, in any part of the world, at prices sure to satisfy.

WE SELL TO JOBBERS AND MANUFACTURERS ONLY

Flat and ribbed wool, worsted and cotton underwear in shirts, drawers, vests, pants and union suits for men, women and children.

Nainsook underwear – Complete line of union suits, shirts and drawers for men, boys and children.

Complete line of Sweater Coats, Bathing Suits, Jerseys, Scarfs, Caps, Skirts. Angora Sets in cotton, wool, worsted and silk for men, women and children.

We have a special department for the care of Canadian Trade. Our long experience enables us to render you efficient service, and we solicit a call at our New York office.

CLIFT & GOODRICH

ESTABLISHED 1891

TORONTO: 31 Melinda Street. R. R. DAVIS
80-82 LEONARD STREET NEW YORK

CHICAGO, BOSTON, PHILADELPHIA, and 83 BASINGHALL STREET, LONDON, E.C. ENGLAND

A Superior Line of Scotch Knit Gloves



Style 1091
Men's Sizes in Heather, Oxford and Khaki
$8.00 per doz.



Style 1090
Men's Sizes in Heather, Oxford and Khaki
$7.00 per doz.

that excel in points of workmanship and finish. Beautiful, soft finish is obtained by special new process. Send us your order now for Fall, 1917 delivery.

Avon Hoisery, Limited

STRATFORD CANADA

Selling Agents: RICHARD L. BAKER and COMPANY
100 Wellington St. West, Toronto

DUNDAS KNITTING MILLS

S. Lennard & Sons

MANUFACTURERS OF

Ladies', Misses' and Infants' Underwear
Zenith Brand, Crescent Brand and Velva Brand

We beg to thank our customers for their patience this last season in regard to deliveries, and hope for the coming season that you will have no cause for complaint in this regard.

SOLE SELLING AGENTS

Richard L. Baker & Company

100 WELLINGTON STREET WEST - - TORONTO, ONTARIO

"Craftana"

Registered No. 262,0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

A.B.C. HOSIERY

For Infants and Children

The Standard For Good Qualities

The highest order of those qualities which make dependable hosiery is constantly maintained in **A.B.C. Hosiery.**

MATERIAL. Only the best yarns are used. These are dyed by expert dyers from the best procurable dyes.

All A.B.C. Hosiery is made of two threads with three thread heels and toes giving long wear. Made in six colors, viz., Black, White, Tan, Red, Sky and Pink.

Alexandria Brand Heavyweight Children's 1-and-1 Rib Hose, made in Black and White only.

See our line. Careful comparison will convince you of their superiority.

LITTLE COMFORT ABC TRADE MARK HOSE

Allen Bros. Co.
Limited
817 Gerrard St. East, Toronto
Selling Agents R. L. Baker & Co., Toronto



Peerless
REGISTERED

underwear

Has the qualities that make a customer favor your store for other purchases

Made in Canada

There is a durableness, a comfortableness and a-dependableness in "Peerless" that women appreciate.
Put your department in shape to handle this profitable Brand.

Our 1917 Samples are ready for your inspection.

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. MacKay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 139 Albert St., Winnipeg. Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
Hamilton, Canada



High WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR *Grade*

MAPLE LEAF UNDERWEAR



This brand has been a splendid seller for the past few years. It is a good brand for stability in sales and a builder of thriving underwear departments. It gives the acme of comfort, fit and wear.

Order Maple Leaf Brand through Messrs. Woods & Howard, Coristine Bldg., Montreal; or R. W. Waterhouse, Ingersoll

Thos. Waterhouse & Co., Ltd.

Ingersoll, Ontario

Taylor's

SOAPS—PERFUMES

TAYLOR'S bring large profits to you, and your business is helped by the addition of a toilet department.



TAYLOR'S TOILETS

supply the needs of toiletry for Summer Suns, Autumn Winds and Winter Frosts.

Talcums, Perfumes, Lotions, Creams, Soaps, Etc.

MADE IN CANADA

JOHN TAYLOR & CO., LTD., *Soaps and Perfumes*

Sales Dept. **12 Wellington Street East, Toronto**

MEN'S WEAR SECTION

ADVANCES IN GLOVES, OVERALLS, HATS, ETC.

Upward Movement Shows no Signs of Abating—Some Style Features for Fall in Shirts and Other Lines.

GLOVES.—Heavy advances on all glove lines have been put into effect by some of the leading manufacturers on goods they are showing for Fall delivery. Advances in most instances are in the neighborhood of 20 per cent. Split cow-hide working gloves which last month were quoted at $11 are now priced at $13.50. In all probability this line will go still higher before the season advances very far. Buckskins are the one line that held steady in price during the month and are still quoted at $27 per dozen. It is extremely hard to get this material. Buckskin moccasins on the other hand have made big advances on the new Fall lines. The line that was formerly quoted at $19.50 per dozen is now priced at $22.50, while another line of higher quality that was formerly sold at $33 is now quoted at $36 per dozen. In the horsehide teamsters mitts there has been a big jump during the month. This was one of the lines that was quoted steady in price last month at $21 per dozen. According to the price lists given to travelers by one leading concern during January this line is now quoted at $27, or an advance of $6 per dozen. This is an increase of about 28 per cent.

Up $1.50 Per Dozen

HATS AND CAPS.—Canadian makes of felt hats have advanced $1.50 per dozen during the month. Lines that formerly sold for $17.50 are now quoted at $19 and $21. One of the cheaper lines that formerly sold for $16 has been withdrawn altogether. By the new prices hats that formerly retailed at $2.50 will need to sell at $3 each. All the Spring orders are booked at the present time. The advance therefore will not affect the Spring and Summer goods in the price but will make a difference with sorting orders. The Fall lines will be the next to be placed before the retailers and it is expected travelers will start on their rounds in the not distant future. The advanced prices on Canadian makes for Fall goods will, of course, affect deliveries at that time. English makes of felt hats have not advanced. But there is a firmness in all felt materials owing to the scarcity of hatters' fur. The fur comes largely from rabbits that are native to Australia. An embargo has been placed on the shipment of the rabbits' skins from that country, and this has caused a dearth of the materials in the markets of Great Britain and the United States. Leather bands, and braid are also very scarce and high in price. Some of the wholesale hat men anticipate the cheapest line for the Fall trade will be $21. One of the departures for the Spring trade promises to be the puggaree bands which give evidence of a fairly strong market during the coming Spring and Summer months.

50 Cents More on Overalls

OVERALLS.—Further advances have been recorded in the price of overalls during the month past. One manufacturer who previous to the first of the year had quoted at $18, raised the price to $18.50 at the first of the year and intimated that the price would go to $19 on February 1. These goods are sold for delivery up to April 1. These prices apply to all colors, such as blue stripes, solid blues and blacks. Manufacturers state the dyes in overall materials has improved greatly within recent weeks. Canadian manufacturers of this material are able to get much faster colors than they were six months ago. These dyes are brought from England for use in the Canadian mills.

Another manufacturer who has been sold up in his output until April 1 is again in the market and is quoting at $18 for August, September and October delivery. This also represents a 50c advance. This particular manufacturer is not making any of the solid blues but is confining his operations to blue stripes and blacks.

Another 50c Per Dozen Here

SUSPENDERS.—There is a continued firmness in the market for suspenders which has meant an advance of 50c per dozen on some lines that are being shown for Fall. Suspender web has registered advances all the way from 1¼c per yard to 3¼c per yard. One quality that was quoted for 4¾c in December last has been increased to 6c per yard.

15 Per Cent. on Shoes

SHOES.—There is an increasing firmness in the market for shoes as a result of the difficulty to secure adequate supplies of leather. Sole leather during January advanced 3c per pound. Upper leather held steady in price as the result of slightly easier prices in hides. But this easier condition in hides has been due to the poorer quality of the hides rather than to a larger supply. Winter hides are never considered as desirable as hides obtained at other times in the year. When the cattle are fed in stalls their hair becomes longer and the hide thinner. Furthermore the hides are infested with grubs that destroy certain parts. Calfskin held in firm market during the month and is quoted 7c per pound higher than it was during the first week in December, now being sold in the primary markets at 45c per pound as against 38c per pound during the first part of December.

One large Canadian manufacturer of shoes is contemplating an advance of 15 per cent. all along the line in their various brands.

Fringes Stronger on Fall Mufflers

FALL MUFFLERS.—It is early yet to talk about mufflers, for the 1917-1918 trade. Yet manufacturers have, of course, been considering this question.

To begin with, fringes will be very strong. They

started to gain popularity this last year, but for the next holiday and Winter season it seems sure that nothing else, practically, will be shown.

Then, as in neckwear, there is evidently going to be a turning toward brighter colors. One Rep silk, which has already been bought quite largely by a number of the large stores, was of bright orange and black. The stripes were about ¼ inch wide, running lengthwise of the muffler, which was 8 inches wide. At either end was the fringe. Tassels of black and orange alternating—the black tassel at the end of the orange stripe and vice-versa.

By the way, it seems that 8-inch mufflers will be in greatest demand. Some mufflers in 12-inch width will be shown, but these will for the most part be single ones, with fringes, of course.

The difficulty in getting goods continues to some extent. English silks are coming through satisfactorily.

Startling Color Effects in Neckwear

NECKWEAR.—Nothing startlingly new is to be noted in the neckwear situation this month, unless it be the tendency toward startling color effects. Perhaps as a reaction from the quiet tones which were so popular at the Christmas season there has been a great turning toward color. Something bright is generally wanted. According to some manufacturers it doesn't seem possible to get anything too bright—although even these men say that the Canadian demand is for retiring, noiseless novelties compared to those being shown—and sold—across the line.

There is another tendency worthy of note at this season—that is the size of the demand for batwings, and the seeming certainty that these will have a bigger call in 1917, perhaps, than ever before.

Greens Most Popular Color

HATS FOR FALL.—Barring the matter of price the choosing of the new season's stock is not going to be a particularly difficult matter. There is going to be a fair range of colors for instance, of these the greens will probably be the most popular, especially the lighter olive green shades. Browns will also be fairly extensively worn, and the pearl grey for Spring and the darker grey for Fall will have all their accustomed popularity. Blue is the one hat color that seems to have passed from the public favor.

As far as shape goes there is not going to be any very noticeable change. The Derby, while it will still be considerably worn, is not expected to return to favor to any extent. The soft hat will unquestionably be the ruling style. The pencil curl brim is becoming a thing of the past, the general tendency being towards flatter and wider brims, and a somewhat larger crown. The dip top crown is one of the styles that is showing considerable popularity on the other side and will likely have a considerable vogue here as well.

In the realm of straw hats there is also the sad story of increased prices. Prices have increased from 25 to 35 per cent.

Narrow Bands, Closely Grouped

SHIRTS.—The bold, rather louder range of patterns which have been announced for Spring and Summer of 1917, will be still present to some extent. That is true, but there will be noticed a subtle, an infinitely subtle change also in the designs. Those bold, broad stripes that have commanded attention and promised fine striking window displays and courageously inclined shirt-purchasers are going to influence the early Fall styles just a dainty trifle. Breadth of stripe seems likely to merge tenderly into breadth of effect. The bold effect of distance between broad stripes in the shirtings will be found to have passed imperceptibly into the more delicate attractiveness of the same space relieved by an additional line faint or more decided as the fancy of the designer may suggest.

The barbaric decision of the broad stripe will in some of the most charming novelty lines in shirtings, be discovered to have given place to the more refined charm of a series of narrower bands closely grouped, and quite wonderfully varied in color scheme. There will be black lines in some shirtings, and their effect will be to enhance the effects of the colors. Harmony rather than contrast will be the ruling principle in coloring, and the most perfect proportion between line and intervening space will be preserved, making altogether a range of shirtings to fascinate even the most sturdily masculine taste, and certainly to absolutely charm the feminine eye that may chance to rest on the masculine shoulders so tastefully draped.

Shirtings From Japan

Certain imported Japanese shirtings in silk may be expected showing as great and even possibly greater variety in arrangement of line, band, and color scheme. One of the Spring lines being exhibited at present shows a rather broader band than the early Fall shirtings show, and this broader band is broken up into a half-diced effect in rich, luminous, ruddy and purple hues. The whole effect produced in less than an eighth of an inch of width, with the bands separated by about an inch and a half of white or rather cream space, is exceedingly rich, and DRY GOODS REVIEW was not surprised to learn from the importer of this shirting that it is in great request by young men.

Towards Cutaway Styles

COLLARS.—Regarding the stiff collar styles so far in sight for early Fall, there seems to be an increasing tendency towards the cutaway models, but so far very little new has been shown, and the matter of materials is still a serious consideration for manufacturers. Soft collars are coming to be something of an all-year-round fashion because of their increasing perfections, and for Fall there has been indicated a tendency towards a reversion to the gold safety pin fastening in front, to replace other forms of fastening which have been more in use lately.

AVOIDING "STARCHY" THINGS

Salesman: "Shirt, sir. Will you have a soft or a stiff front?"

Customer: "Soft, I think. The doctor said I must avoid starchy things."

WORN BY THE BEST PEOPLE
SOLD BY THE BEST DEALERS
"CEETEE"
UNSHRINKABLE UNDERCLOTHING ALL PURE WOOL
The C. Turnbull Co. of Galt Limited, Galt, Ont.
Manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.
GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL



One Grade Only

KANT KRACK
TRADE MARK REGISTERED
COLLARS

And That the Best



The Brand That Sells

Collar costs are increasing. Materials that pertain to laundering are going up. Laundry rates are higher.

KANTKRACK Collars are in demand. They offer the best collar value for the money—their near-appearance to the linen collar makes them favorites. The serviceable, flexible lips and the slit back (to allow ease of buttoning, giving long life), make them most economical, and the smart KANTKRACK styles make them the all-round popular seller.



Send in your order for a few dozen of the most popular styles.

When ordering, remember the three K K K



The Parsons *and* Parsons Canadian Co.

HAMILTON, ONTARIO, CANADA



MogulApron

Brotherhood Overalls

The Really Good Sellers—Everything in their favor

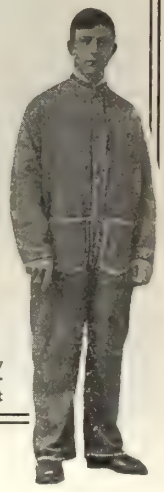
Big dealer value—extra quality for wearer—no jobber's profits, no traveller's expenses—this makes a saving that adds to your profits and the quality of *"Brotherhoods."*

Get the *"Brotherhood"* Agency for your town—it will help your 1917 business. *"Brotherhood"* Overalls and *"Brotherhood"* Auto Suits are good sellers—everything is in their favor—Name, Price, Quality and Workmanship.

We prepay the freight on starting orders of five dozen, or we will send samples to you on request.

Write us to-day and get started on the profitable **Brotherhood** Agency.

H. S. PETERS, LIMITED, Manufacturers
WELLAND, ONTARIO



Front View Auto Suit or Union Suit

Brotherhood Overalls are Union Made

The "Arlington" Collar Sales Calendar

FEBRUARY

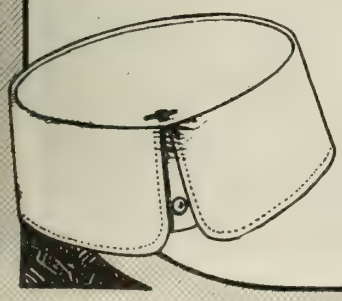
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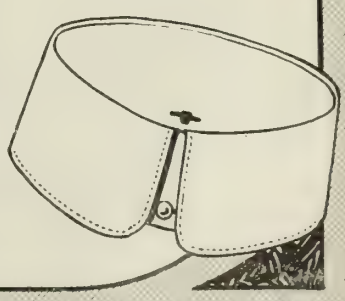
The Month of Snow

SNOW is hard on collars. It blisters them, and even though the overcoat collar is turned, the collar becomes dirty—a muffler helps some, but many men object to a muffler.

The Solution is Arlington "Challenge" Brand Collars—the collars that snow or wet cannot spoil—that are easily cleaned when soiled, that look smart, clean and stylish always, and give customer satisfaction.

"Challenge" Brand Collars cut down laundry bills—a big consideration with men these days. **How is your stock of these collars?** Send an order in for more of the popular styles. **We have a style and a grade at prices that meet the buying power of any purse, skimped or bulging. This means more sales to you, more cash in the register.**





Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto.
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

The Arlington Company of Canada, Limited

56 Fraser Avenue · TORONTO

MILLINERY

TAILORED and FABRICS

Two Types May be United Soon—Crowns Higher—Moorish Drapes and Fantastic Eastern Ornaments—Flowers Strong Later



New trimming of straw on crepe foundation.

SPRING millinery offerings are of two types and there are scores of indications that before the season is at its height the two will be wedded and many will be the offspring. Already the tailored hat and the hand-made fabric hat regard each other with amorous glances. There are those who believe that the trim, tailored, "factory" or very slightly trimmed hat will remain strong and single throughout the season, but the pleasant effects produced on it already by the gentle touches of the hand-made type in all the best houses, are indications that it cannot retain its severity long in such enticing company.

As to the present states in which this tailored hat is to be seen there are the stitched and body hats. Of the latter, the first in fashion is the Hinoki Cord, which has somewhat the appearance of a very coarse raw silk, dyed in all light as well as dark colors. Second in importance for early trade is the Wen-Chou, which comes in natural and dark colors only. It is made from a Chinese grass. Then, Panamas and leghorns will have their usual place later on. On all of these hand-embroidery and applique are to be seen already in engaging designs.

The usual braid hats are shown, lisere, tagal, Milan, China split, and three-end Jap. When would-be confidential expounders of fashions whisper to you that hats are to be small for the first of the season, just add to yourself, "as usual." Some models are shown now for early and late Spring and for Summer, and they follow the customary trend of the season—small at first, then large, then medium and varied. As soon as the warm sun comes beating upon Milady's eyes she hurries to the shop for a protecting "brim."

This year there is a more marked tendency than usual towards a preference for shiny braids. The Canadian trade has never made a success of them yet, and seemingly for no particular reason. However, the better class straws are shown in this finish mostly now, and so quite a sale of glossy hats is anticipated.

Crowns are noticeably higher, as we mentioned last month, and several have telescope tops. Irregularity of shape is frequent, but is not essential for fashion so long as the crown is high.

Moorish Drapes and Pendant Ornaments

Satin is strong at this season and mostly stitched or hand-made. There are almost none of the factory-pressed satin hats. Moorish drapes of satin around the high crowns and with queer pendant ornaments at the side are in good style.

So far there is no certainty of any positive run in colors, in any type of hat. There is call for all staple and bright shades with vieux rose, chartreuse or citrus still favored, also a honey shade, blues, sand, greens and grey.

Fantastic Ornaments Are Shown

For trimmings, in addition to the hand-work, small floral bouquets, floral applique and some stiff "stick-ups" as cited last month, there are striking weird effects "just out." Queer Chinese beads, rings and coins, and ornaments in Chinese colorings, in fact any fantastic, Oriental suggestion is good. Dealers need not fear a scarcity of these trimmings on account of any such difficulties as robbing Chinese temples and shipping the queer treasures on the long journey to this country. Our cities are full of them already—the majority of those trimmings are made within our own doors.



Panamas Again

With sports' wear strong, Panamas again have big place. This model has telescope crown and one of the smart new shantung bands with colored fancy silk stripes at left side. A notable feature is that the rolled edge does not conceal a rough finish, but is woven firmly and finished off just as the flat brims are and thus is more liable to retain its original shape than were the old style, turned-in rolls. Made by the Panama Hat Co., Toronto.

Egyptian motifs are favored also, in obelisk, pyramid and pottery designs. With all this variety the early Spring season may not be designated as a flower season. Flowers are used a-plenty, but in the small type mixed in bouquets with fruit, berries of straw, beads and embroidery, and perhaps tinsel-touched or straw foliage; the colors are bright and quite "unnatural," and the total assemblages are everywhere conventional. Grapes covered with Paisley silk are among the ornamentations which nature did not suggest. It is thought that later on flowers will resume their old place as an essential to Summer millinery. A few roses with thick stems, or nosegays of violets are admitted now for the best class of trade. With the stiff stick-ups are shown some dyed pampas-grass mounts in feathery willow effects, and some of horse-hair or glycerined ostrich imitating numidi. Real numidi is favored too when it may be had.

FEATURES OF SPRING MILLINERY

STRAWS—Hinoke cord, Wen-Chou, Panama and leghorn; lisere, tagel and Milan braids in glossy finish, the chief types of straw.

Earliest models of satin and straw.

Strictly tailored hats comparatively few.

Various silks and delicate crepes for sports and dressy occasions.

TRIMMINGS—Much hand work on any type of hat.

Popular trimmings in Oriental colorings, mostly Chinese effects—coins, carved beads, jade, numidi, embroidery, metallic chains and filigree, and long tassels.

Flowers conventional; many colors combined into mounts and appliques. Natural roses with long, heavy stems; other natural flowers for Summer.

Narrow ribbons prevail. Only an occasional suggestion for use of wide ribbons.

SHAPES—Crowns high; many telescope. Brims flare upward irregularly.

COLORS—All high colors good. Old rose, citrus, honey, blues, sand, greens and greys prominent.

"Harem" is Model for Dressy Wear

Alluring, indeed, are the soft, dressy and sports wear hand-made hats. In the latter type, Chrysanthemum braid and ornaments are used in a variety of effective designs. A model of the strictly Summer type for dressy occasions is the Harem hat. Here the crown is high and large, made of palest green Georgette, gathered softly at the base and with rows of narrow blue, pink and mauve tinted ribbons appliqued on top. The brim is finished with a turn-down edge of three-inch gold lace which shades the eyes. The whole effect is extremely dainty.

Khaki Kool, figured tussahs, rajahs, Oriental silks and the sheer materials, are all much used for late season



A Modish Contour

The beauty of the satin and straw combination is enhanced by the very attractive lines and simple ornamentation.

models. Where so much hand-work and trimming of simple effect is shown, the hand-work must necessarily be perfect. Certainly the tendencies this year give every opportunity for the milliner to exercise her creative powers.

A Warning Against Heavy Stocking

Early in January Western buyers were already in the East. Even though models are shown now for early and later seasons, it appears that buyers would do well not to place their orders for the whole season on present showings. These are merely developments from mid-winter Southern wear, with some added suggestions for Canada's Summer time. While any amount of style and novelty is to be seen, there is no telling what may take strong hold of the Canadian public as the new seasons approach.

Toronto wholesalers find demand, especially in the West, unusually active for the opening season which they believe is indicative of a live business for 1917.

NEW YORK MILLINERY

New York, January—"Spool" and "Stove-pipe" are not names suggestive of the artistic or the ornate for women's hats, but nevertheless, they are the shapes of some of the smartest Spring chapeaux. The "collar" at the top of the "Spool" may be of satin, lace or crepe, and it may be stiff, curved or ruffled, all of which may supply both art and ornament. The "Stove-pipe" is of satin or glossy straw, with a be-spangled bead or straw ornament or an Oriental tassel fastened neatly on one side. This, too, meets with approval. Visor, admiral and military effects are also shown in Paris models as well as our own. The visor hat is long and narrow, the admiral is a reproduction of Admiral Jellicoe's own fashion and the military turbans are very high in front. Lisere and Chrysanthemum braids are the most modish straws just now. All of these tailored styles are worn now. Shops can scarcely dispose of their Winter stock at $5.00 for their best models.

In all Spring exhibits the weird Oriental element is prominent, with Chinese suggestions in the lead. Jade, Chinese coins and bowl-shaped buttons in contrasting colorings are shown, many multi-colored pendant ornaments, metal chains, filigree metal appliques, odd fancy pins, carved wooden beads and even carved Chinese nuts are the smartest features.

There must be some sort of matching in Spring wear. Often the girdle has the same ornamentation as the hat. This idea is effective when Chinese embroideries or bead work are used. The pendant garniture on the hat, too, allows similar tassels to finish the girdle.

Ribbon hats with pastoral scenes outlined in silk thread are among the novelties.

A milliner just returned from abroad states that Paris is making an effort to launch flowers in natural colors and effects, especially on large shapes. Aigrettes and wings, too, are to be strongly featured, but the wings must spread widely and may be solid or many-colored.

MAKING "MOVIES" HELP MILLINERY BUSINESS

Tale of Two City Establishments—Both Value Night Window Displays of Two or Three Hats—One Has Ads. Thrown on Screen — Practical Suggestions for Building up Trade.

Experiences of two successful milliners as related to Dry Goods Review

"FORMAL Millinery Openings do not pay in the small business," said No. 1. "Such displays attract a great many people who are merely anxious, and they handle the stock a good deal while the real business resulting is comparatively small.



"You cannot attend to a crowd effectively.

"Openings are almost necessary for large stores or for isolated districts, but are of no real benefit to the average business.

Personal Attention the Best Builder

Her most effective way to obtain reliable customers and to hold them is through personal attention.

"Some of my customers have become my best friends," she remarked. A supply of neatly printed cards, worded to suit any season is always kept on hand. From five hundred to a thousand of these are sent out twice a year and extend a personal invitation to the recipient to inspect the models displayed in the parlors—Regular customers as a rule distribute a number among their friends and casual callers are invited in the same way. The telephone is used extensively.

Calling Up Customers By 'Phone

"Customers like to feel that they are getting special attention and so I call them up whenever I have something which I think would appeal especially to them."

Names and addresses of new purchasers are kept. This, and information gained through personal contact supply her mailing list.

New Window Every Day for "Movie" Crowds

"The window is perhaps the most important apparatus in a millinery store. Not long ago it was used as a small store room for newly trimmed hats, but the successful milliner to-day realizes that its value is greatest when it actually displays millinery. As a rule I have no more than two hats in my window, and frequently but one.

"There is a theatre next door and so I endeavor to present a new window to the people every day, always with snappy styles and neutral or harmonizing colors. I never put anything in the window but hats. Trimming and elaborate decorations detract from them."

Studying a Customer's Purse

"In the selling of a hat a customer should not be enticed into buying beyond her means. The milliner wants above all things to hold her customers, and so she must satisfy them in every way; ascertain the scope of their purse as quickly as possible and show them goods or make suggestions that will appeal in price as well as materials and let them feel that they are able to pay for anything; that they are not being offered cheap goods, but something good that is cheap.

"As to prices we have aimed to get 100 per cent. on our costs—shapes, materials and labor—but we do not average that since the war began. A nearer percentage



Characteristic of Spring

The brim comes to a blunt point front and back and is curved up slightly higher on the left side than the right. Underbrim is black Chrysanthemum straw; top of citrus crepe de chine. The Chinese ornament is made up of beads, coins and variegated straw. Three rows of different colored narrow ribbon with one scalloped edge finish the crown making a decidedly chic ensemble. Shown by D. McCall Co., Toronto.

EARLY SPRING MILLINERY TRIMMINGS



Showing tendency at present towards small conventional and Oriental effects.

Left to right, top row: Gold-touched velvet foliage with pink silk fruit and rose bud; pale green grapes and silk lilies with pink silk and velvet rose; circles of green berries and pink wire with rose, forget-me-nots and foliage; mount of Chinese berries and leaves in nameless shades. Shown by Dominion Ostrich Feather Co., Ltd., Flower Department.

Second Row: Green and blue leaves with red flower and large dark cherries; cream satin foliage with silk and velvet fruit in cream shaded to a brownish gold; timothy and pink rosebuds; satin and velvet foliage and rose, all on yellow, blended to a deep dull red. Shown by Strachan, Burden & Plaskett.

Third Row: Scarlet button with gold Chinese inscription and surrounded by blue, pink and green variegated straw and fringe; Chartreuse straw with pink centre and long Oriental tassel; cerise fruit and green foliage, all of glossy straw; three appliquées in pink, green and tan tints with silver gauze covering. From Cockburn & Bundy.

now would be possibly 75, and out of that come all 'overhead' expenses.

Average Charge of $2 for Trimming

"In larger stores where say ten to fifteen girls are employed, accurate records of costs have to be kept for every hat. Dockets are filled out by the girls stating exactly what time and material they have used on it, thus neither stock nor time escapes records. In the smaller stores, however, as here, where perhaps only one or two girls are employed, an average charge of two dollars is allowed in costs for the trimming of each hat; materials used are of course easily recorded and these items form the basis for prices.

Living Strictly Up to Promises

"The really modern milliner makes every effort to live within her promises for delivery. She no longer promises what she knows is impossible, but makes it a rigid rule to finish work when it has been promised. These reliable and business-like methods do not, as a rule, admit of worry over opposition, even in a large city.

"I pay no attention to opposition; I simply pursue my personal contact methods and have always found that it holds customers."

Fitting Equipment

The interior of this store was arranged in such a way that a customer could not but be favorably impressed. Mirrors were large and plentiful; no stands were placed where they would be liable to be upset; there was room to get around, and there was not so much on view that a customer would think she could not possibly examine them all. A large oval table occupied one corner and held nine hats on short stands. Two or three tall single stands were near the mirrors, and another small table showed three or four models. A small "silent salesman" farther down the room and a glass case on the opposite wall displayed hat trimmings, all of one color being confined to one shelf. A high glass cupboard across the extreme end of the room displayed other trimmed hats and a corner counter beside it, ready-to-wears, with untrimmed shapes stored away in its inner recesses. The idea throughout all display was to attract by a few impressive, snappy, styles and to leave other suggestions to customer and saleslady to concoct.

(Continued in next issue.)

Fire caused a loss of $5,000 in "Canadian Smallwares," Strathroy, formerly Brewsters, Ltd.

THE MAKING OF A STRAW HAT

Specially prepared for Dry Goods Review

APROPOS of the story of hat making, it is interesting to note where some of our most popular straws originate. In the first place many people think of Panama as coming from a different part of the world than whence most of it really does come now; that is, Japan. South America, however supplies some of it also. Milan and Leghorn are exports from Italy, while hemp and a Milan tagal (technically Milan hemp) come from Japan; Wen-Chou is a Chinese grass hat; China split straw is of course from China, and "three-end Jap" and Hinoki cord from Japan. Of these some are made into braid to be stitched into hat form while others are braided at once into the "hood" form from which is evolved the "body" hat. Milan, Milan hemp, tagal, lisere, China split and three-end Jap belong to the former class with which our story is concerned. These straws are grown, plaited, finished and tied in 80 to 120-yard bunches in Japan. The width varies from less than ⅛ to ¼ inch. This constitutes the raw material so far as our domestic factories are concerned.



Some factories do their own dyeing. Others send this natural straw to special dyers where it is turned out in colors according to order. This done and on hand again, the stock-keeper records his stock, selects the amount of each braid required for the various orders received for hats, records the deduction on his stock sheets and hands the braids to the factory manager who "weighs it out" to the sewing operators. Then begins the first operation in the factory proper.

Stitch 2 to 4 Dozen a Day.

The machine operators have plaster blocks to follow for measurements as to size and height of crown, width of brim and any irregularities. The stitching is begun at the centre crown. From 9 to 30 pieces, according to the width of the straw, are required for a dozen hats. The average operator will stitch two dozen hats a day; some will do as many as four dozen in a day. Operators work by piece work and make from $18.00 to $45.00 a week. This work which is very well paid must be very carefully done so that the shape fits the block exactly and so will not wrinkle when pressed.

So far the hat is a boneless looking affair, decidedly "flop" It must be made firm and smooth with a definite form. After being "passed," that is, measured for full size and fit and certified that the sewing is properly done, the hat is sent to the sizer, who applies a stiffening solution either by dipping or sponge, according to the nature of the hat. This too is rather a delicate operation because a hat turned out either too hard or too soft is reduced to a "second."

Final Shaping in Hydraulic Press.

From here the hat is placed on a drying rack for 12 to 24 hours according to atmospheric conditions. After this it goes to the rough blocker, who steams and fits each hat over its block again in order to prepare it for the final shaping in the hydraulic press. This pressing is done by the use of spelter dies which weigh about 100 lbs. each. The cost of these is about $30.00 and it is evident that each style of shape requires its own die. Over this die, with the hat between, of course, fits a rubber "plug" whose purpose is to protect the "eye" of the braid during the pressing, as a tailor uses a damp cloth to protect the clothing which he is pressing. Each hydraulic machine presses about 30 dozen hats a day without overwork. A shellac or finishing dressing which dries quickly is now applied. For light and colored straws this dressing is transparent but for black hats it is black.

Once again the hats are turned over to an examiner, then to the lining operator who "tacks" in the tissue paper lining by a big power machine which handles 100 dozen a day. Next, the tickets are machined and numbered onto the shape. The untrimmed hat, now complete, is sent to the shipping room.

From 2 to 6 plaster blocks are required for each style of shape, according to its popularity. These cost $1.00 apiece. The cost of the rubber plug is $5.00. It is vulcanized in the hydraulic press which is steam heated. Besides this steam power, electric power is required to operate the machines.

Some factories have facilities for making their own dies and are therefore able to re-melt them and vary the forms infinitely. Some too, make their own delivery boxes and other shipping requisites. Cords, bands, bindings and all such "ready-to-wear" touches may be added in these factories also.



Popular Type for Spring

Crown is covered and softly draped with crepe—or plain colored khaki-kool — and ornamented with three Chinese buttons and pendant. Brim is of soft Milan straw.

LACE MAKING AND SHELL MAKING SIDE BY SIDE

Manager of Veiling Company Returns from Trip to Nottingham and Paris — Escort of Torpedo Destroyers—Says Paris is Still Beautiful, Important and Well Dressed—Prevailing Styles There.

Written for Dry Goods Review by Miss M. E. Thornhill, manager Canada Veiling Co.

"YOUR application requests a passport for England and France, madam. Why France?"

"In order to obtain novelties to please the ladies for the coming season, was my reply.

"You have courage, madam. I fear you will find it a troublesome journey." And his fears were well founded; it was a troublesome journey.

If the buying public realized the strenuous experiences of a foreign buyer these days they certainly would put a high value on the merchandise placed before them from all markets of the world, decorative, ornamental and useful. However, I obtained my passports and visited England and France for the first time since the declaration of war.

Lace and Shells in Same Factory

In England it was interesting to see delicate lace manufactured in one wing of a factory, while in another wing of the same factory 13-lb. shells were being turned out at the rate of a thousand a week. This condition, as well as the calling out of the men for military service and the scarcity of linen and cotton tends to lessen materially the production of lace. Many makers are disinclined to quote for future business. The advance in prices of nets is extraordinary, owing to the large number of net machines being requisitioned by the Government.

Nottingham Boasts of its Champion Aviator

Nottingham, the lace manufacturing centre of England, proudly boasts of its young aviator, who has personally accounted for more than thirty-five of the enemy airships. There is an interesting story of how he was awakened one night with the warning of a Zep. raid. Without waiting to dress, simply putting on his top coat over his pyjamas, he made the flight, brought down the enemy airship and returned home to finish his sleep with the same unconcern as though he had just gone to the window to throw a boot at a troublesome cat. This brave young man, not yet 21 years of age, has had the freedom of Nottingham conferred upon him as well as many other honors, and accepts praises and compliments with charming modesty. So you see Nottingham still turns out warriors as well as lace-makers.

A Riot of Colorings

Things feminine still flourish in spite of the darkness and the fog. Beautiful filet laces of exquisite design and texture, embroidered laces in a riot of colorings, soft, flimsy laces and dainty net topped edgings, imitation Irish lace and imitation Point Venise. The difficulty at present is not to find customers, but to supply the demand. The lace and net makers of Nottingham are overwhelmed with orders, and those of us who obtain the goods consider ourselves lucky.

Escort of Mine Sweepers and Torpedo Destroyers

To go to France one must take practically a sea journey, sailing from Southampton to Havre and the threat is that shortly the trip will be from Liverpool to Havre. What used to be a nine-hour trip now takes about thirty-six hours. We are preceded by mine sweepers and escorted by torpedo destroyers. We obtain permission to visit certain places, should we change our minds and wish to go elsewhere, then trouble begins for us. This is one of the times when woman must not exercise her prerogative—she must not change her mind.

In Paris, shopping by candle light prevails, as in London. There is a fascination about it that makes us forget to be commercial, and somehow the styles are not merely styles,—they are individual and characteristic designs. Of course the coats have high collars, great pockets and cuffs, and wide, loose belts. Frocks depict the effort to narrow the silhouette at the waistline, or are in the straight line chemise effect.

Beautiful Paris Fashions

But it is in the accessories that the real touch is noticed. The beautifully embroidered veil with gold, silver, antique or Indian effect draped on the high Russian turban; the pleatings of tulle with stitchings of brilliant metal thread forming a soft edge on the large brimmed hat; the parasol edged with rosebuds or tassels; the draped skirt caught with jabots of lace; the dainty blouses of Paisley effect ninons, which same Paisley-ninon lines the smart coat; the Georgette crepe mounted on Irish lace with a vestee of silk voile, finished with little gold buttons and gold lace at sleeves and neck; the flat boas of tulle jauntily set at the back of the neck, at the throat, or on the top of the crown of the large hat; but to be smartly complete she must have the boa of tulle, and of course, it must be a contrasting color or black, and must be rainproof, so that it may always keep its shape and look well. It is necessary to include in one's wardrobe an assortment of veils, parasols, scarfs and hand bags to brighten the costume; gloves, stockings and shoes to match the costume, and a woman is well dressed at little expense.

Paris is still Paris. It may be a mournful and a grey Paris, but it is still a beautiful, important and well-dressed Paris and very much at home.

M. E. THORNHILL.

CHARTER FOR KITCHENER MANUFACTURERS

THE British Manufacturers' Association of Kitchener. Ont., has been granted a charter: "To foster British sentiment and to uphold British institutions in Canada and particularly in the said city of Kitchener; (b) to aid and assist in the cause of National Service, Recruiting, the Red Cross Societies, the National Patriotic Fund Commission, Daughters of the Empire, Belgian Relief Commission, etc.; (c) To promote the commercial and industrial prosperity of Kitchener and to protect, advertise, and further the sale of goods manufactured and distributed by the members of the Association, and for other similar purposes. The provisional directors are S. J. Williams, W. E. Woelfle, L. McBrine, W. T. Barrie and E. C. Kabel.

The London Waste Paper Co., has been incorporated with head office at London, Ont. They will buy and sell waste paper, rags, etc.



"Miss Spring"
$15 doz.



"Daisy"
$22.00 doz.



"June"
$15 doz.



"Blossom"
$13.50 doz.

LIDS FOR KIDS

FASHION WEEK

March 19th to 24th

A unique plan to help you to sell more Children's and Misses' Hats.

We furnish the plan and supply the ammunition *Free* to LIDS for KIDS DEALERS.

LIDS for KIDS WEEK offers you the opportunity to win the kiddies' friendship—to gain their lifetime patronage.

Just drop us a line, asking about the plan—now.

S. MAYER & SONS

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Manufacturers of

CHILDREN'S AND MISSES' HATS
NOVELTY SPORT HATS

To retail at popular prices



"Bud"
$19.50 doz.



"Violet"
$16.50 doz.



"Primrose"
$9.00 doz.



"Birdie"
$12.00 doz



"Tulip"
$10.50 doz.

Gage

Beginning January 29, and Continuously Thereafter

We will show

At Our Chicago Store
18 SO. MICHIGAN AVE.

at prices which cannot be duplicated

The Largest Open Stock of Millinery Ever Put on Sale!!!!

As usual we shall feature TRIMMED HATS IN ALL GRADES, including imported models and popular-priced street hats.

Three of our buyers have just returned from Paris, having made extensive purchases of novelties which are now on sale.



Merchants who plan visiting the New York market should not fail to see the display of GAGE trimmed and untrimmed hats at our New York Store, S.W. Corner of Fifth Ave. and Thirty-Seventh Street.

Gage Brothers & Co.

Wholesale Only

Chicago New York

Paris

1856 – 1916
Sixty Years in Business

COME TO CHICAGO AND TO GAGE'S TO MAKE YOUR SPRING PURCHASES!

LADIES' PANAMA HATS

¶ We beg to announce to the Canadian Trade that we have opened and are operating a fully equipped modern Panama Plant for the blocking and finishing of Ladies' Panama Hats.

¶ We are showing a select line of shapes that will interest your best Trade.

¶ To large buyers of Panamas we offer an exceptional proposition, giving you the very latest styles at prices that give you liberal profits.

¶ Be sure to see our samples before purchasing Panamas for your Summer Trade. Samples sent on request.

BUY PANAMAS MADE IN CANADA AND SAVE DUTY.

Canadian Panama Hat Company, Limited
345-347-349 Adelaide Street W. : Toronto

A Reminder to Milliners

OLD HATS
MADE INTO LATEST STYLES

We have a Special Department in our factory for Reblocking

Prompt Service, Latest Styles, Lowest Prices

Full particulars on request
SEE US AT THE OPENING FOR NOVELTIES

IMPERIAL HAT COMPANY
254-258 Lemoine St., MONTREAL
L. N. Panneton, Proprietor

Ostrich Feather Co.



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MODELS FIRST-OF QUALITY
Seckendorf's JUST THE RIGHT SHAPE HAT FRAMES OF THE BETTER KIND
IF the FAMOUS SECKENDORF FRAME TICKET IS NOT on the FRAME it is NOT OUR MAKE
NEVER FORGET THIS WHEN ORDERING FRAMES
25 TO 33 West 45TH ST NEW YORK
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How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

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Complete showings of authentic Spring styles now await your inspection.

Branch Salesrooms:

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(*Open throughout the year*)

CLEVELAND, 414 Superior Ave. N.W.
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D. B. FISK & COMPANY

Creators of Correct Millinery

225 NORTH WABASH AVENUE, CHICAGO

UP-TO-DATE SERVICE-GIVING DEVICES

Equipment of Hudson's Bay Co.'s New Vancouver Building—Pneumatic Tubes and Cash Registers—Twenty-two Show Windows, Giving 4,100 Feet of Display — Telephones in the Elevators.

Second article on Hudson's Bay Store in Vancouver.

VANCOUVER, Feb. 1—(Special).—There was a time when the size of a city or town could be gauged with some accuracy by the type of stores it contained. This is no longer possible, however. In many medium size cities we meet with stores having the characteristics and features of metropolitan establishments.

Recent inquiries give Vancouver as about 100,000 population, or Greater Vancouver as between 140,000 and 150,000. In spite of this comparatively small number of inhabitants, the enlarged Department Store recently opened by the Hudson's Bay Company, is in appearance and equipment what one might expect to find on State Street, Chicago, or Fifth Avenue, New York.

Details as to Front

The building itself with its massive Corinthian columns is both beautiful and imposing. It has a frontage of 200 feet on Granville, the main business street, 260 feet on Georgia street, and 175 feet on Seymour street—the situation being perfectly ideal for an up-to-date, progressive and aggressive department store. The front of the store is of cream terra cotta tile. The store has four entrances —two on Granville street and one each on Georgia and Seymour streets.

Twenty-two Show Windows

Its twenty-two handsome show windows are fitted with oak floors and solid mahogany backgrounds—giving altogether 4,100 feet of window display. From the entrances large spacious aisles lead directly to the electric elevators, which are fitted with the flash light system, and represent the last word in an up-to-date elevator system.

Modern Equipment

All the counters, shelves, fixtures and furniture throughout the store are of solid mahogany. The latest modern fixtures are in use in every section.

The elevators for passengers are of the electric type, run by the Company's own machinery operated from the basement.



Combining Comfort and Display in Millinery Department

This is a view of the millinery department of the new Hudson's Bay Store in Vancouver, B.C., a description of which appears on this page. There is an excellent combination of display in this carpeted department by means of mahogany cabinets, show cases and round tables, with the double mirror device at the one table for trying on hats.

Telephones are installed in every department as well as in the elevators.

In addition to the Cash Registers installed in many of the departments, the building is equipped with a pneumatic tube system having twenty-two stations.

Illumination is furnished by Mazda and Nitrogen lamps, having a semi-indirect fixture, the current being generated by two 300 kwt. dynamos in the engine room.

The new automatic fire sprinkling system is in use throughout the entire store.

The Building is served by a Gravity Conveyor, which is supplied from different floors by a Belt Conveyor, depositing the parcels in the shipping department.

Electric elevators connect the stock rooms with all departments.

Five passenger elevators are installed, one employees' elevator, three freight elevators, together with two electrical dumb waiters.

An electrical device is installed so that the temperature of each floor is indicated in the engine room, enabling the engineer on duty to regulate it as required.

Three Storeys Below, Six Above

The building is built three storeys below the level of the street, and six storeys above. The lowest floor is occupied by two large water tube boilers.

On the basement floor is the machinery, installed at a cost of approximately a quarter of a million dollars. Here too are the shipping rooms, etc.

The Lower Main Floor is devoted to the Grocery and Provision Departments, (with which is connected a telephone order room, having six sales girls always in readiness to take orders over the phone) and the Fresh Meats and Hardware Sections.

The Main Floor is given over to the display of Dress Goods, Wash Goods and Silks. Men's and Boys' Furnishings, Stationery, Drugs, Patterns and Fancy Goods Departments.

On the Mezzanine Floor, Mr. G. A. H. Porte, the Assistant Manager has his office. Buyers of the main floor departments have their offices here also.

On the second floor are the Women's Ready-to-wear, Millinery, Corsets, Muslin Wear, Infant's Wear, Women's Shoe Section, Hairdressing Parlor, Telephone Exchange, and Women's Rest and Writing Rooms.

300 Persons in Lunch Room

The third floor contains the Staples, Art Needlework, China and Glass Department, Sporting Goods, Cafeteria and Lunch Counter, capable of seating 300 persons at one time, as well as the Grill and Restaurant, which is conceded to be the finest of its kind in any Department Store in British Columbia.

On the Fourth Floor are the Carpet, Drapery and Wall Paper Departments.

The Fifth Floor is given up to the Audit Room, General Offices, General Manager's Office, Store Commissioner's Offices, and showroom for living-room and dining-room and bedroom furniture.

The Sixth Floor is devoted to Furniture display room, having a furnished Bungalow of seven rooms—receiving rooms and stock rooms.

INCREASING SPRING SALES BY BETTER DISPLAY

Single Touches in Background Draw Special Attention to Merchandise — Use Light, Neutral Tones to Set Forth Goods—Suggestions for Panels

Written for Dry Goods Review by C. J. Nowak



ILLUSTRATION No. 1.
Showing Spring yard goods in combination with Nu-Art millinery heads.

THE showing of Spring merchandise should now have the careful attention of the merchant. The windows should be renovated so that the goods show up to the best possible advantage. If it is found that too much time is necessary to complete any alterations, a coat of varnish for the background and the floor may answer the purpose for the present requirements.

The show window should now perform that function for which it was built and the merchandise should be



ILLUSTRATION No. 2.
Spring background with wallpaper, rose sprays, and flower box.

studied and so carefully placed that it carries out the same result as a capable salesman, carrying the prospective customer through the various steps of selling, such as attention, interest, desire and purchase.

The best displays are those having characteristics that make the passer-by want the merchandise shown.

As hundreds of windows line a city's busy streets there should be some feature that stands out above everything else to catch the eye of the passer-by, otherwise your display will attract but mediocre note. People are curious and anxious to see anything that strikes a new note.

Essential Combinations in Backgrounds

As merchandise is so much alike from one season of the year to the other except for minor details the window background should have that thought and study which will keep the public interested and on the alert and wondering what you will spring next. Attractiveness in arrangement, tastefulness of your color schemes, simplicity of your decorations serves to give that combination which is essential.

As most materials are of a dark nature it is recommended to treat the background in light, neutral tones, preferably in greys, which will better contrast, and give prominence to every line. The best photographic results it may be added, are produced in this way, too.

After having secured the attention of the passer-by through the feature of your backgrounds, the interest must be carried further by the merchandise itself in neatness or suggestion of its arrangement, and by cleverly worded show cards of the descriptive or educational nature. Always keep in mind that the background idea should never over-shadow or predominate the merchandise on display. As the window is arranged for the sale of merchandise, admiration for the background is but one step in the process of the sale. Displays should be so planned that they are seasonable, or, if anything, a little in advance of the season.

It might be well at this period of the year to feature one class of merchandise at a time, one week, suitings; next week, silk, and in the next display importations, and so on. This also impresses the passer-by with your originality as well as your business ability and cannot but gain his confidence and may turn him into a permanent customer.

Economy in Background Arrangement

The display man who is curtailed as to expenditure for temporary backgrounds can secure admirable results by using cardboard and muslin stretched over light frame work finished in cold water paint. If panels of composition board are made up in good proportions they can be so combined in various units and finished on both sides in entirely different effects, which will make up pleasing combinations in many varieties.

Novelty wall paper can also play an important part in the display man's work.

Illustration No. 1 shows a new idea for showing Spring yard goods in combination with one of the Nu-Art millinery heads which will create considerable comment to your Spring displays.

Illustration No. 2 gives but a slight idea, (due to the loss of color in the photographic reproduction) of the



SPRING BACKGROUND NO. 3 SEE ARTICLE.

SPRING BACKGROUND NO. 4. SEE ARTICLE.



beautiful results that the above simple decorations can be combined in. A panel forty-two inches wide and six feet and one-half in height is finished in a warm lavender grey. A novelty black and white wall paper is arranged smoothly over the centre, and edged with a piece of black tape. A flower box filled with rustic and covered with imitation bark paper is further ornamented with gilded lignine ornaments, as well as an ornament on the top with a festoon of rose sprays from corner to corner make up as beautiful a decoration as any store will require.

Illustration No. 3 is a setting for a twelve foot window. Velour curtains can be used for this purpose. The panel valance can be made up of composition board painted in oil color and covered with small or flock any color, or it can be air brushed in color to match.

The border can be made up of gold or metallic colored gummed paper. The window effect is secured by stretching a piece of muslin over a frame treating with cold water paint lettering off the price with black tape. Lamp decorations add immensely while the wisteria sprays give the necessary rich finishing touch.

Illustration No. 4 is a very inexpensive combination. The centre panel is six feet wide and seven feet in height. The two immediate end panels are forty-two inches wide and six feet ten inches in height. The four white panels are twelve inches wide and seven and one-half feet in height composed of white cardboard, while the shrubs are made up of cardboard, painted blue stems and leaves in green outlined in yellow and orange decoration. The tubs are painted in natural colors with white nobs. A thin strip of wood is tacked on the back of the tree to keep them in an upright position. Seasonable foliage is then arranged in an artistic manner.

The display man will be surprised what wonderful results can be secured by following suggestions in this display.

These panels can be made up for windows of any dimension, naturally reducing the size of the panels in proportion.

FIVE STORES IN ONE

THE CRESSMAN CO., Ltd., Peterboro, have acquired the premises immediately adjoining their store formerly occupied by The Reid Co., and used as a Ready-to-Wear Store. The Cressman Co., have purchased the stock and fixtures and taken over the lease.

The addition of this fifth store gives The Cressman Co., a frontage of over 100 feet, four floors of selling space, 100 x 110. This addition brings their display "Arcade" in the center of their business block, and with the addition of the new store gives them over 200 feet of window space.

The business was started 18 years ago in a store 20 x 75, with 2 floors, and has had a very rapid growth. The firm has 14 members of the staff serving at the front including Mr. F. C. Cressman, Secretary of the Company.

GARMENT WORKERS' STRIKE IN CANADA

AS DRY GOODS REVIEW went to press, the newly-organized garment workers of Toronto employed on ladies' wear had delivered what was practically an ultimatum to the manufacturers and it was almost certain that a strike would break out in a few days. This would involve some 30 or more firms and anywhere from 1,500 to 2,500 garment workers.

The demands of the new union included a reduction of the working hours per week from 48 to 44, that is an eight-hour day, with half a day on Saturday. Now the time runs from 48 to 50 hours a week.

Another demand was for a minimum wage, fixed for cutters at $24 a week, with a higher rate than before for piece-work, running as high as 80 cents an hour.

The clause that drew forth a refusal most was the demand for recognition of the union. To this the manufacturers would not agree, although little opposition arose to the reduction in hours.

The manufacturers are uniting to fight these demands, and say they do not expect the strike to last more than two or three weeks. Even this would hurt Spring deliveries and the next few days may see a number of manufacturers working to help others turn out their lines. One cutter-up said that a proportion of the garments on order would have to be made in New York, the manufacturer absorbing the extra cost in the event of a strike.

The weekly rate of wages asked for are as follows:

Full-fledged cutters who are also doing grading, $26; full-fledged cutters, $24; assistant cutters, $20; trimmers of three years' experience, $18; trimmers of less than three years' and not less than two years' experience, $16; trimmers of less than one year's experience, $13; sample operators (based upon the amount of work turned out by male workers), $24; underpressers, $18; piece pressers, $16; tailors, $18; front basters, $15.

In Montreal the strike continues with little change. There are, it is estimated, from 2,500 to 3,000 out in Montreal, and over 50 establishments affected.

THE HAPPY RITE FAMILY

The Rite Specialty Company, New York, have largely increased their facilities owing to the great success of their original Ivorite toys. In addition to their New York plant they have added a factory at Newark, N.J., of 10,000 square feet. They report large advance orders for their latest creations, the Happy Rite Family, which includes seven members, Daddy Rite, Mother Rite, Brother Rite, Sister Rite, Tige Rite, Kitty Rite and Bunny Rite.

The salesmen in a happy vein have all taken Rite as their "middle name." A Chicago sales-room has been opened at 819 Medinah Building, in charge of Walter Rite Kramer and Ralph Rite Deske. Joseph Rite Stone will sell the large eastern cities—New York, Philadelphia, Baltimore, Washington, and also Pittsburg, Cleveland, Detroit and St. Louis.

Mr. Morse of the Rite concern says that buyers report a practical sweep of the motion picture rattles and other Ivorite toys exclusively made by his concern.

GROUND FLOOR QUARTERS FOR "DENTS."

Dent, Allcroft & Co. have recently removed their Canadian headquarters from Victoria Square to the Southam Bldg., 128 Bleury Street, Montreal, where they have secured the whole of the ground floor. The move in addition to giving them increased accommodation will add very greatly to their facilities for stock-room, shipping, office, etc. But what is of even greater importance to the firm, who regard the value of advertising as highly as "Dents" do, is the splendid publicity the ground floor windows on one of the principal traffic streets of Montreal will give them. Already the windows have been handsomely decorated with the firm's name and well known trade-marks.

An Improvement That Pays

The public cannot accept your statement that your store is up-to-date if your store front is of the years that are past. Retail merchants everywhere in Canada are improving the appearance of their store fronts because it is an improvement that pays. The experience of merchants is proving this.



View of the "Twin Stores," a fine looking property, with splendid display windows. The Sudbury Prism in the transoms gives a handsome appearance and improves the lighting. The front is an "Easyset" system, installed by us.

EASYSET SYSTEM

The **Easyset** Store front is bringing many a store right up-to-date in appearance. Increased business has been the result in every case.

"EASYSET" Ready to set up, Metal Store Fronts are easy and inexpensive to instal and are proven means for increasing business. There is an **Easy-Set** for every line of business.

Investigate what an **"Easyset"** will do for you.

Write for Catalogue "G" and full particulars.

H. J. St. Clair Co.
LIMITED
27 Toronto Arcade
Toronto, - Canada

Gnatt's
Oak and Beech
Sprays







This window shows the effective use of Gnatt's American Oak and Beech Sprays

Oak Sprays

Made in Green, Red, Brown and Tan. Only first quality sprays used.

Beech Sprays

Are fire-proofed and everlasting. Can be used many times.

EFFECTIVE AND ECONOMICAL

You can get the best possible effects for store windows, inside store decorations, banquet halls, roof gardens, summer gardens and house decorations.

They are not artificial. They are Nature's actual work and cannot be improved upon. We preserve and fireproof them so that they will last indefinitely. The supply is limited and we suggest you place your order with your decorative supply or wholesale florists' supply house early.

Put Up In Handy 25, 50 and 100-lb. Boxes

This year we are packing our entire product in three sizes of boxes, 25 lbs., 50 lbs. and 100 lbs., all ready to ship. This means that the goods come to you as originally packed, with no chance of lost leaves through frequent handling.

Great care is taken in selecting only the best sprays and our expert packers assure you the best goods you have ever had. We deal in only first quality goods.

DALE ESTATE, Brampton, Ont., Canadian Distributors

Manufactured By THE OVE GNATT COMPANY - - Hammond, Indiana

SPECIAL SUGGESTIONS FOR SPRING OPENING

Fireproof Fabric Decorations
Manufactured by
ABBOTT BROTHERS
76 Bay Street - Toronto, Ont.

No. 339 Clematis Branch, 42" x 21" in Purple, $5.50 per doz. $63.00 per gross.

No. 340 Apple Blossom Vine, 36" in White, Pink, $5.50 per doz. $63.00 per gross.

No. 342 Vine, 42", in Green, $2.00 per doz. $22.50 per gross.

No. 343 Double Branched Foliage, 7 ft., Green, or special colors for large quantities, $5.25 per doz. $60.00 per gross

No. 344 Narcissus Table Spray, White and Gold, $3.50 per doz. $40.00 per gross.

No. 274 Passion Flower, 36", in White, Pink, Gold and Purple, $6.25 per doz. $72.00 per gross.

Special colors can be dyed for quantities of not less than 6 dozen of a pattern. No orders taken for less than one dozen.

Terms: Net Cash with order plus twenty cents for carton, for orders under $10.00. Over $10.00, 2 per cent., 10 days. Net 30 days.



Kindly order early to avoid delay in delivery. **ABBOTT BROS., 76 Bay Street, Toronto, Ont.**

37 Years Making Display Fixtures

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

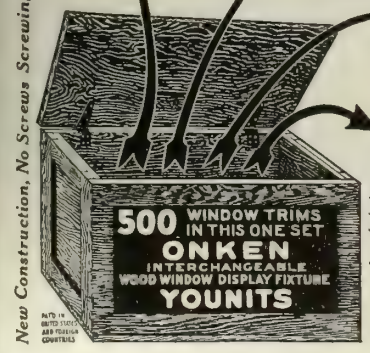
NO MATTER WHAT BUSINESS YOU ARE IN

We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?



New Construction, No Screws Screwing into W...

Here are some of the different Show Window Sets we make.

Set for Dry Goods.. Windows
Set for General Store Windows
Set for Furnishing.. Windows
Set for Clothing.... Windows
Set for Shoe..... Windows

Let us know your business. We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.



Write for samples of

S. P. B. Bags
and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags



Waste Paper $13.00 a ton.

A

"Climax"

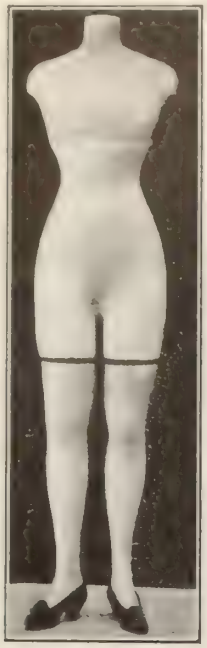
All Steel Fireproof

Baling Press will convert your waste into compact bales ready to ship and sell at the highest prices.

Ask us for information.

Climax Baler Co.
Hamilton, Ontario

Your Attention, Please

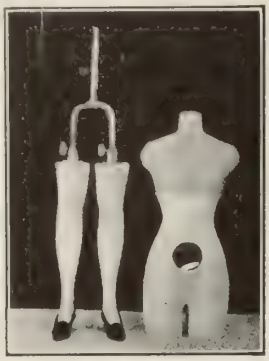


is called to some of our Spring Creations

The New Delfosse Flesh-colored Models, of which we show a specimen here, possess all the qualifications for effective gown and waist displays for the Spring season.

Convince yourself by ordering a few of these.

Send for our new folder in colors.



Don't forget that we can repair and retint your old wax figure

DELFOSSE & CO.

Largest Eastern Fixtures Makers in Canada
Wax Figures, Mirrors, etc.

Agents for celebrated wax models of Pierre Fruans, Paris

247-249 Craig Steet West
Montreal

Showing detachable limbs from bust. Bust can be raised or lowered.

ADLER JONES SERVICE

For information regarding significance of this seal write Service Department.

We are manufacturers of—

Artificial Flowers, Decoratives, Scenic Backgrounds, Flooring, Papier-Mache Novelties, and everything to make your Windows and Interiors attractive.



Our Twenty-Page Booklet, done in colors, is now ready. Write for your copy of it. It is free.

The
Adler-Jones Co.
333 So. Market St.
CHICAGO, ILL.

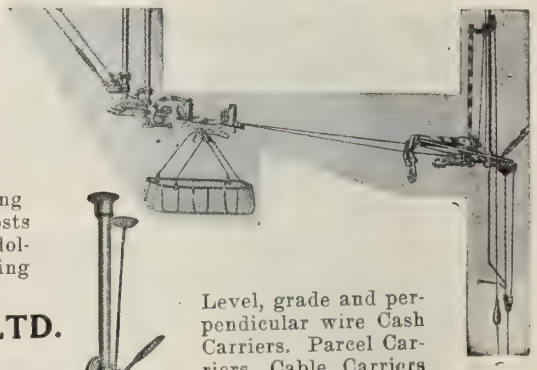
Our Canadian Traveler, Mr. J. R. Simpson, is now on the road with our 1917 Spring line.

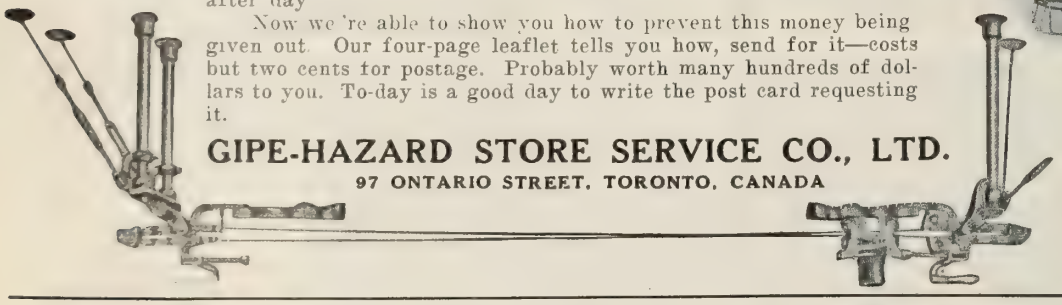
Gipe-Hazard Service—

Doesn't it gall you to think that your good money is often given away, unintentionally, though it may be, by those who make change in your store? A dime here, a quarter there, and a dollar bill every now and then—thus your money cheerfully given away—and the mistakes go on and on day after day

Now we're able to show you how to prevent this money being given out. Our four-page leaflet tells you how, send for it—costs but two cents for postage. Probably worth many hundreds of dollars to you. To-day is a good day to write the post card requesting it.

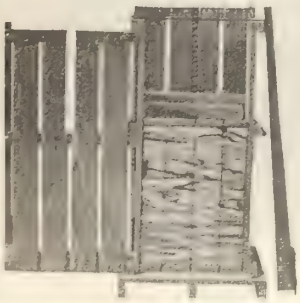
GIPE-HAZARD STORE SERVICE CO., LTD.
97 ONTARIO STREET, TORONTO, CANADA





Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes

Your Waste Paper Is Worth Dollars to You



Save these dollars, time and inconvenience by installing the

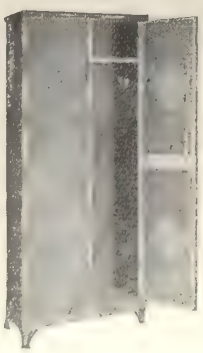
JEWEL PAPER BALER

The first cost is the last cost, your waste becomes a continuous source of revenue and the baler a permanent convenience.

A card will bring all particulars re baler and your best market.

General Sales Co.
Stair Building, Toronto

Lockers that are made of wood



are most unsanitary and an additional fuel in case of fire

Our metal lockers are highly sanitary and made on strictly hygienic principles.

They will not burn, and they occupy but a small space. They are light and airy, and each has a different lock.

These lockers are a great benefit to places where a number of people are employed. They prevent contact of one person's clothing with another's, thus avoiding possible contagion.

We manufacture Steel Shelving for all purposes. Inquiries solicited. Write for Catalogue.

Canada Wire and Iron Goods Co.
HAMILTON · ONTARIO

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.
143-153 University Ave.
TORONTO, ONT.



For the most up-to-date and beautifully finished high class

Wax Figures

or the latest

Model Display Forms

or anything in the way of Wood or Metal Display Fixtures

WRITE

The Dale Wax Figure Co., Ltd.
TORONTO
Canada's Leading Display Fixture House
MONTREAL SHOWROOMS: 144 BLEURY STREET

BUYERS' GUIDE

What have you to offer in the line of of Merchandise for Spot Cash?

DOMINION AUCTION HOUSE
"AUCTIONEERS TO THE TRADE"
20-22 WELLINGTON ST. W.
TORONTO, ONT.

Mending Wool
of all kinds. For jobbers only.
Manufactured under customers' private brands.
Guelph Mending Yarn Supplies
Guelph Ontario

NOVELTY PAPERS
For Window and Interior Decoration
Changeable Insert Screens, Pedestals, Flower Boxes etc, Lattice. Blocks, Strips, Onyx, Silko and Velour
Send for samples. Dept. X
DOTY & SCRIMGEOUR SALES CO., Inc.
74 Duane Street New York City

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

Condensed Advertisements

BUSINESS CHANCES

WANTED TO HEAR FROM OWNER of good store for sale. Northwestern Business Agency, Minneapolis, Minn.

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

The Newest Forms

These latest forms are duplicates of the New York Styles. Covered with Enamelled Cloth, washable, unbreakable—the coming finish. Are absolutely correct in measurements, adjustable, dignified and perfectly made.



42-FS—New Dress Form, $14.00.

New Dress Form
With Enameled Bust
42-FS

This form will bring your displays right up to top-notch. Effective, New, Wide Skirt. Feet for shoes and stockings. No brace required.

Skirt Form
57-F

Velvet band top, weighted feet. Stands firm, adjustable.
Send your orders now. Prices good to March 1st. Get in line for big business. Ask for full list of Richardson's Correct Forms for Your Spring Displays.



57-F—Skirt Form, $10.00.

A. S. RICHARDSON & CO., 99-101 ONTARIO ST. TORONTO, ONT.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAINCOATS

The trade throughout Canada has been quick to recognize the superior qualities of "Dominion" Raincoats, and dealers who want the best insist on the "Dominion" brand.

More and more, "Dominion" Raincoats are becoming the recognized standard by which to judge style, quality and workmanship. Don't accept our statement for that fact, but judge for yourself. Examine qualities, inspect workmanship and compare values. There is but one result—

DOMINION RAINCOATS

(*Made in Canada by Canadian Workmen*)

ARE BEST FOR STYLE, QUALITY AND VALUE

See the new "Dominion" Raincoat styles and samples before placing your order.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.

Ours Is A Successful Business

Successful, on the basis of satisfied and gratified customers who deal with us in increasing numbers each season,

Up to the present writing our sales records have leaped far ahead of all previous figures.

You know of the scarcity of desirable materials this season, but you will find no shortage here—we and our customers are amply provided for.

Our line of suits and coats embraces a staggering range of styles, fabrics and colors. Take advantage of our resources.

You owe it to yourself to see our new Spring Models—and our plea for business will always be based on merit.

M. Pullan & Sons, Limited

The Big, Popular-Priced Coat, Suit and Skirt House

Pullan Building, - - Toronto, Canada

Montreal Showrooms:
614 New Birks Bldg.

Quebec Showrooms:
Orkins Bldg., 64 St. Joseph St.

Dry Goods Review

March, 1917

Vol. XXIX No. 3



Easter Number

Featuring Coats, Suits, Neckwear, Gloves, Veils, and other Accessories

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVENUE, TORONTO



New Spring Coats

The unusual scope of our new Spring line with its distinctive model selections and fabric ideas, justifies the large increase in our National Advertising.

LEFT: Style 692. Genuine Bolivia Cloth. Collar and cuffs of contrasting wool Jersey cloth with fancy silk stitching. 1570 Rubber Grey, 1576 Bulgarian Blue, 1887 Peacock Blue, 1574 Japanese Purple, 1575 Catawba, 1569 Terra Cotta, 1568 Havana, 1571 Persian Red, 1572 Rose Brown, 1573 Moss Green, 1883 Orange and 1567 Chartreuse; at $22.50.
RIGHT: Style 683. Genuine Bolivia cloth with contrasting trim. Made in same cloths as style 692; at $16.50.

These cover advertisements will appear once a month during 1917 and will feature only accepted and dependable styles for quick delivery.

NEW YORK
5th Ave. Bldg., 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.



LINES OF LEAST RESISTANCE

Modern merchandizing demands goods which need no "Coaxing." The quality, weights and sizes of "Kumfy" Wool Blankets will certainly be of assistance to your salesmen. Instead of a load, they must be a lift. "Kumfy" Wool Blankets have been called lines of least resistance, because they move so quickly and easily. Moreover, these Blankets are business builders, and we now offer for June, July and August delivery:

White Blankets, at the following prices per pair:—

$3.75, $4.50, $5.00, $5.25, $5.60, $5.75, $6.25, $6.75, $7.25, $7.50, $8.00, $10.50, $12.50, $13.00, $15.00.

We also feature Grey Wool Blankets at the following prices per pound:

37½c, 40c, 47½c, 55c, 73½c, 60c, 67½c, 70c.

Do not put off until to-morrow what you can do to-day, but order promptly.

We are "Exclusive Selling Agents" for "Kumfy" Blankets.

TRAVELLERS ARE NOW OUT WITH COMPLETE RANGE OF SAMPLES.

Greenshields Limited - Montreal

"Everything in Dry Goods"

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

LONGCLOTH THOROUGHLY SHRUNK

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

EASY TO SEW.

ERO LONGCLOTH — TWO YARDS SELVEDGE STAMPED EVERY "SPERO" MAKE. — QUOD SPERO ERO

STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK

If you want a reliable Hem-stitched Plain Bleached Sheet, enquire for the HAWORTH, with "SPERO" MAKE on selvedge—the most popular on the Market Each sheet stamped :—





Alfred Hawley
DYER

When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Carpet Squares! Carpet Squares!

In Stock Now!

READY TO SHIP IMMEDIATELY YOUR ORDER ARRIVES

Tapestry Squares:—2¼ x 3, 3 x 3, 3 x 3½, 3 x 4, 3½ x 4, 4 x 4, 4 x 4½, 4 x 5.

Granite Art Squares:	9x6	9x7'6"	9x9	9x10'6"	9x12
	4.10	4.90	5.65	6.40	7.25

Axminster Mats—Very Special Prices:—18"x34" at 1.60 each, 27"x54" at 2.45 and 36"x63" at 4.25.

Also, complete range of sizes, designs and colorings in:—***Velvets, Brussels, Wilton and Axminsters.***

N.B.—We have ***in stock now,*** as well as the aforementioned lines, a splendid assortment of English Linoleums 3, 3½ and 4 yards wide.



SAMPLES WILL GLADLY BE SENT BY EXPRESS PREPAID.

John M. Garland, Son & Co., Ltd.
Ottawa, ∴ Canada

A NEW ADVERTISER

PHILLIP CLAY & CO. of London

The well-known London firm of Phillip Clay & Co., Manufacturers of Costumes, Mantles, Robes, Etc., advertise their goods in The Review this month, and the keen buyer will read the announcement and study the values they offer.

They already have a large clientele in S. America, Africa, Australia, India and the U.S.A.

Perhaps a few words about this firm will interest readers of The Dry Goods Review:

The phenomenal popularity enjoyed by Phillip Clay & Co., in Great Britain, is one of the most remarkable features in English Buying History.

"Clay's" to-day is one of the best attractions in the City for the Provincial buyer, who goes to London to buy.

These things count for something, but the chief factor is the firm's definite and rigid policy of always having goods to offer which will enable their customers to make especially full and quick profits, yet giving the public complete money as well as fashion satisfaction.

They own large factories, employing over 1,000 employees.

The designing is in the hands of men who are well-known designers in Paris and other fashion centres.

The cutting is supervised by men who are masters of their craft, and styles are as original, clean-cut and sensible as ever made, while every detail of manufacture will meet your exacting standard.

Phillip Clay & Co. always carry a very large stock—some 20,000 garments—and Canadian buyers are assured that all orders will be promptly and courteously attended to, and speedy delivery of goods is guaranteed.

You Can Make Big Profits
WHEN YOU BUY—FROM US

We give you the advantage of the lower-than-now prices at which we bought our materials.

In addition, our garments are extraordinarily attractive in originality and exclusiveness.

A showing of "Clay" goods means for you goods already half sold.

We carry one of the largest stocks in London and we can guarantee dispatch immediately on receipt of your order.



No. 41.—A Novel dress, made in best quality botany serge in all shades, skirt beautifully tucked, waist ornamented with braid, lined polonaise, finished with ninon collar,

$9.66

No. 5017.—This specially designed coat is one of the smarest creations of the season, which has been chosen with care, and the only coat of its kind in England; made in the finest botany serge in all colours heavily braided and finished with a wonderful design of hand embroidery, collar and cuffs to match. This coat is one of the fullest ever made, and half lined silk. A most wonderful bargain ever offered,

$17.64

No. 402.—A beautiful Coat Frock in botany serge in all shades, lined silk, collar neatly embroidered, back of frock nicely smocked. Our special price,

$10.33

No. 150.—A French model coat, made in finest botany serge, very loose back effect, collar, cuff and pockets of novel design, and trimmed with braid and gold stitching, half lined silk,

$12.77

No. 400.—A Coat Frock made in best quality botany coating serge, half lined silk, trimmed with beautiful hanging pockets, stitched with floss, to be obtained in all colours. Our price,

$10.39

No. 109.—A Handsome Coat Frock, carried out in the finest botany coating serge, in all the leading shades; collar handsomely embroidered, and waist finished with 2 buckles and pearl buckles, lined silk. Price,

$14.29

No. 70X.—A neat and dainty frock in all-wool botany serge, stitched with gold tinsel and gathered round waist. Special price,

$8.24

We have a big stock of Shepherds' Plaid Costumes and Coats and Shantung Frocks, Costumes and Coats.

Any client purchasing goods from us can have electros of same free of charge.

Clients wishing to open an account with us must kindly let us have London references, otherwise our terms are cash with order, also goods once bought cannot be returned and carriage must be paid.

Clients having London Shippers please advise.

PHILIP CLAY & CO.,

10 and 11, FRIDAY STREET
LONDON, E. C., ENGLAND

FOREIGN CABLES:—"Decouvrant, London" per Reuters.

A.B.C. Fifth Edition.

PHILLIP CLAY & CO., 10 and 11, FRIDAY STREET, CHEAPSIDE, LONDON, E.C.

Irish Show-rooms—54, William Street, DUBLIN. **Foreign Cables:—"Decouvrant, London" per Reuter, A.B.C. 5th Edition.**

WE have again excelled in the production of our wonderful range of Spring models. The quality, style, finish and value of these few examples below make us the busiest house in England. We have hundreds more. Come or write for our latest range of Coat Frocks, Coats, Costumes and Shantungs. Buy direct from the actual manufacturers.



No. **100.**—This beautiful Costume, copied from a $38.25 model, made in the finest quality gab cloth, also in the finest quality botany serge, in all shades; coat finished with thin edge silk binding, satin collar, and beautiful ornament at waist, lined satin merve,
$15.51.

No. **7770.**—A neatly tailored Costume, smartly cut, perfect fitting, made in the finest botany serge, in all colours, lined silk throughout. Our special price,
$14.04.

No. **502.** A tailor-made Costume with big revers and sailor collar, made in the best botany coating serge, in all colours, coat stitched silk floss and half lined silk, **$11.85.**

No. **90304.**—A smartly tailored covert Costume, latest pockets and buckles, collar of coat with pique edging, lined silk. Special price,
$10.88.

No. **90302.**—A Model of Models, something really very smart, carried out in botany serge, beautifully tailored, collar trimmed French hand embroidery, and waist of coat effectively trimmed with 8 oxidized rings, lined throughout silk. A Costume that must be seen to be appreciated, **$15.51.**

No. **754.**—A beautiful tailored Costume, made in soft, all-wool botany serge, lined throughout silk merve, coat trimmed with embroidered edging. A guaranteed seller. Can be obtained in all shades. Our price,
$10.64.

No. **9063.**—Another smart Costume, nicely tailored in the finest all-wool botany serge, in all colours, belted at waist and fastening with bone buckle at front, collar French embroidered, coat lined silk merve. Our price,
$14.53.



No. **3749.** This Costume is copied from a model of a famous Russian house, a Costume we have taken orders on to the 1,000, artistically trimmed tubular braid, with neat buckles, and stitched with silk floss, lined silk polonaise. To be obtained in all colours. Wonderful seller. Our special price,
$10.82.

No. **3747.** Another smart Costume, beautifully designed and trimmed with braid, stitched with silk floss, lined silk polonaise, made in all colours. Our price,
$10.15.

No. **3746.** A Costume of perfection made in the best all-wool botany coating serge, in Navy, Nigger, Bottle, Grey, Putty, Wine, Saxe and Black, lined throughout black silk merve, nicely braided at front and bottom. A guaranteed seller. Special opportunity. No orders can be taken less than 3.
$10.64.

No. **4449.**—Another of our New York models, a most original and effective Costume, made in the finest all-wool gab cloth, in Navy, Nigger, Black, Bottle, Putty, Biscuit, Purple, Mole and Wine. Coat trimmed with very heavy silk floss, a model of perfection, lined throughout silk.
$15.45.

No. **8000.**—Another smart and effective Costume, carried out in the finest quality all-wool gab, lined silk throughout. To be obtained in all colours. **$14.04.**

No. **330.**—A novel Costume, copied from a famous Parisian house, made in all-wool gab cloth. Can also be had in all-wool botany coating serge, in all colours. Coat trimmed with satin piping sides and collar laced with silk braid and gold tassels. Silk lined throughout,
$16.72.

No. **5478.**—Another model Frock, which has been carefully designed a frock suitable for any occasion, smartly tailored, finished with side pleats, latest sleeve. Frock belted at waist. Made in all colours, in the finest botany serge,
$14.53.

PHILIP CLAY & CO.,

10 and 11, FRIDAY STREET CHEAPSIDE, LONDON, E.C.

Foreign Cables: "Decouvrant, London," per Reuter. A.B.C. 5th Edition. **Irish Showrooms: 54 William Street, Dublin.**

DO YOU KNOW what a marvellous help we can be to you with our immense and up-to-date Stocks. It matters not what you want, you are certain to find it here, and at a price that will yield you a handsome profit. All you need do is write, or cable, stating your requirements. The matter will have our immediate and expert attention.



No. **9062.**—A really smart tailored Costume in all-wool botany serge in all the newest colours, waist at back of Coat finished with 2 strappings of material stitched with silk floss and fastenings at sides with 2 bone buckles; collar French hand embroidered, coat lined silk merve. Special price, **$14.47**

No. **9004.**—Another Italian creation, carried out in the finest all-wool coating serge, gab or black and white striped worsted, trimmed with buckles across front of coat. This costume is one of the latest hits of Rome, **$14.53**

No. **9002.**—A neat tailor-made Costume in all-wool botany serge, in all colours, lined throughout silk polonaise, **$9.66**

No. **9001.**—Another wonderful creation artistically designed and made in the finest botany serge, in all colours; coat trimmed with braid, and back and sides of coat gathered on elastic, **$13.84**

This costume is also made in a cheaper quality, **$10.64**

No. **9067.**—A French model costume, made in the finest botany serge, in all colours; coat half belted effect, collar French hand embroidered, lined silk merve throughout. One special price, **$13.92**

No. **8005.**—A very smart tailor-made Costume, carried out in all-wool coating serge, in all colours, silk braided coat, and skirt to match, side belts finished with bone buckles, collar neatly embroidered, lined silk merve, **$11.12**

No. **5211.**—Another model Costume of novel design, made with huge flying French pockets, made in the finest botany coating serge; coat gathered at back, half lined silk. To be obtained in all colours, **$12.87**



No. **4446.**—An effective French Model Coat made in the finest botany coating all-wool serge, half lined silk, coat heavily gathered at back, front finished with 2 cross belts and buckle. Special price, **$11.31.**

No. **600.**—A Beautiful Coat Frock, made in the finest all-wool botany coating serge, in all colours, collar neatly trimmed with silk foulard, lined satin. Special price, **$12.77**

No **4447.**—A French Model Coat, copied from a 60 guinea model, most artistically finished, made in the finest all-wool botany coating serge and carried out with gathered effect and short neat belt at front; one of the finest coats ever designed. Can be obtained in all colours, **$12.58.**

No. **5551.**—Another neat and dainty frock, Coat Frocks from Paris, a model of perfection carried out in all-wool gab and in the finest botany coating serge, in all the leading shades; back and sides beautifully honeycombed, and front finished with a handsome mother of pearl buckle; collar and facings trimmed face cloth, lined satin, **$14.55.**

No. **5553.**—One of the latest creations in prettily designed and effectively trimmed, with strap running through gathered pleats, stitched with silk floss, half lined silk; to be obtained in all colours, in the finest botany serge. Special price, **$12.04.**

No. **5552.**—Another French Model, beautifully made and carried out in gab, also in the finest botany coating serge, in all shades, artistically stitched on front, collar and back, and finished at waist with neat enamel buckle, lined satin. Price, **$13.31.**

No. **9205.**—A Beautiful Covert Coat, perfect fitting, neatly belted and gathered at back, can also be obtained with full sacque effect. Special price, **$4.68.**

Our Deliveries are Prompt. Come and see our most wonderful range of Coat Frocks.

To the Trade: **7th March, 1917**

SEASONABLE GOODS FOR THIS SEASON'S BUSINESS

DRESS GOODS DEPARTMENT:

Shepherd Checks—40-inch, 25c, 37½c, 55c per yard; 46-inch, 60c per yard; 54-inch, 90c, $1.15, $1.25, $2.00 per yard. In small, medium and large checks.

Mercerized Cotton Poplin—36-inch, assorted colors, 37½c, 40c per yard; 36-inch, black only, 50c, 55c per yard.

All-Wool Colored Dress Goods Including Gabardines, Diagonals, Tricotines, Poplins, Serges, Cheviots and other weaves in a large range of colors at various prices.

All-Wool Suitings—Tricotines, Gabardines, Poplins, Cheviots, Coating Serges in tan, cream, scarlet, gray, fawn, copen, greens, rose, wine, fawn, browns, navys and black, from $1.75 to $2.35 per yard.

Black Dress Goods—Cashmeres, Khantonas, Taffetas, Armures, Poplins, Cantons, Permos, Royalettes, Baratheas, from 37½c to $1.50 per yard.

Wool Delaines Patterns on light and dark grounds, in spots, stripes, flowers and flowered striped designs, 29 in. to 30 in. wide, at 42½c per yard.

Silk Mixtures—For summer and evening wear, Satin Stripe and Bordered Voiles, Art Silks and Sporty Silks, Crepes, Tussors, Marquisettes; all in a great variety of colors and designs to please the most fastidious buyers.

Silks—Japs, Paillettes, Taffetas, Duchess, Satins, Poplins, Failles, Crepes, Georgettes, Crepe de Chenes, Satin Linings, in all the popular shades. Bonnet's Black Royalty. "Wear guaranteed." Stamped every five yards. 36-in. at $1.25 per yard.

WASH GOODS:

L100	25–26	in.	Printed Muslin	11½c per yard
L102	28	"	Voilette, printed shades	12½c " "
L103	26	"	Black and White Voilette	16½c " "
L104	26	"	Embossed Crimp	13½c " "
L105	25–26	"	Delainette	15c " "
L108	39–40	"	Plain White Voile	35c " "
L111	25–26	"	Printed Organdy	17½c " "
L114	42	"	Mercerised Lawn (plain shades)	27½c " "
LS50	25–26	"	Printed Organdy	11½c " "
LS51	27	"	White Shadow Stripe	10c " "
LS52	27	"	Printed Voile, stripes and checks	15c " "
LS55	28	"	Printed Chiffon	18½c " "
LS56	40	"	Voile, plain shades—pink, light blue, tan, navy, grey, heliotrope and black	25c " "
LS57	36	"	Gabardine	22½c " "
LS58	40	"	Plain White Striped Voile	25c " "
LS60	33¼	"	Awring Stripe Skirting	32½c " "
LS61	36	"	Printed Voiles, large spot effects	27½c " "
LS69	36	"	Colored Check Voiles	35c " "
LS72	36	"	Colored Yarn Lattice Voile	28½c " "
LS73	36	"	Poplin Stripe Voile	32½c " "

STAPLES AND LINENS:

By the never-tiring management of these departments, our stock is well assorted and the values shown therein are excellent.

It will be to your advantage to see our stocks before placing your orders.

SPECIALTIES:

In Hosiery, Gloves, Ready-to-Wear and Ribbon Departments

Ladies' Hosiery—Ladies' Silk Hose, lisle tops and heels, both in black and white. Sizes 8½c, 9, 9½c, 10. Put up in half-dozen solid size to box—$7.25 per dozen.

Ladies' Gloves—Pure silk, 2-dome, double tips, both in black and white. Sizes 6-6½, 6½-7, 7-7½, 7½-8; put up in boxes containing 1 dozen pairs, half-dozen pairs of two sizes at $6.50 per dozen.

Ribbons—Satin, best selling shades, staple line, 4¾ inches wide, 15c per yard.

Ready-to-Wear—Silk Crepe de Chene Waists, large round hemstitched collar, pleated and tucked front, small pearl buttons; sizes 34, 36, 38, 40, 42. Shades, flesh, maise and white. Put up in boxes, 1 waist in box, price, $2.65 each.

HOUSEFURNISHINGS DEPARTMENT:

Seamless Congoleum Squares, clearing lines in Tapestry and Velvet Squares, Curtains, Quilts, Linoleums and Oilcloths.

MEN'S FURNISHINGS and HABERDASHERY DEPARTMENTS:

These departments are always well assorted with goods for daily use. Novelties and seasonable goods of superior value.

JOHN MACDONALD & CO., LIMITED

TORONTO

Good Service Brings the Best Results

A well-assorted stock means permanent and profitable customers to the retailer.

If our traveller is not in your vicinity when you run short of some lines our LETTER ORDER DEPARTMENT is at your service.

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

MONTREAL

TORONTO CALGARY

Have You Ever Tried

RACINE'S, MONTREAL

for

LETTER ORDERS?

Biggest Stocks
Better Prices
Biggest Assortment
} In Canada

Everything In { Dry Goods
Gents' Furnishings
House Furnishings

In sending us your

First Easter Letter Order

Mark "Special Attention D.R. Campbell."

DO IT NOW

ALPHONSE RACINE LIMITED

"The Staple Dry Goods House of Canada"

Dry Goods Jobbers and Manufacturers

Head Office and Distributing Warehouse:
60-80 ST. PAUL ST. WEST - MONTREAL

Factories: Beaubien St. Montreal; St. Denis, Que.; St. Croix, Que.
Sample Rooms: Ottawa, Quebec, Sherbrooke, Three Rivers, Sydney, N.S.



Muser Brothers
(Canada) Limited

LACES and NOVELTIES
FOR
Easter, Spring and Summer

We have received exclusive novel lines of laces, etc., for Easter and Spring. They have the right quality and we offer them at the right price. Order your Summer requirements now and wire your Easter order, for immediate delivery.

See our new select creations in

Laces, Embroideries, Chiffons, Wash Goods, Georgettes, Neckwear, Dress Trimmings, Ribbons, Corsets, Brassieres, Hosiery, Etc.

See our Salesmen or write us direct for samples and prices of these lines.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

THE GOODS!
NET PRICES!

The Spring Number of "*Our Drummer*" catalogue now in the mails is of particular interest to every variety man because it answers for him these two important questions:

What is the lowest price I have to pay for goods?

Where can I get the goods?

Every price in this book is a plainly printed net guaranteed quotation. It will hold good no matter what the market does while the catalogue is in force.

Moreover, behind the price is a stock of the goods..

If you have not received your copy of this catalogue we invite you to send for one.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS
MINNEAPOLIS DALLAS

THE DELINEATOR BARS ALL MAIL ORDER ADVERTISING

With the April issue of THE DELINEATOR, now on sale, we exclude from its columns advertising of all goods offered to the public by mail only, where the nature of the goods permits their distribution in retail stores.

This policy, no matter what the cost, will be rigidly enforced in future issues of

The Delineator

The greatest selling force among the women of America thus becomes the greatest selling force for sales through local merchants exclusively.

Mail order advertising is not, and never has been, accepted by the BUTTERICK QUARTERLY. No advertising is accepted for the Butterick Fashion Sheets except that of the merchant handling our goods.

For your own interest you should make every effort to increase the circulation of THE DELINEATOR.

Butterick—*Publisher*

The Delineator styles are reproduced by Butterick Patterns.

Tate Electrolytic Waterproofing Processes Limited

TATELEC
TRADE MARK

Waterproofers of Textiles

Jacobs Building - 282 St. Catherine West

MONTREAL

MEDAL
38
AWARDS

ESTAB'D
52
YEARS

Taylor's

SEE that your stock of Dainty Perfumes is full to take care of the Easter Trade.

BLUE BIRD

VALLEY VIOLET

WHITE ROSE

LILY OF THE VALLEY, ETC.

Taylor's Perfumes are Fragrant and Lasting and bring you repeat orders.



ORDER NOW!
FROM YOUR WHOLESALER OR

JOHN TAYLOR & CO., LIMITED

12 Wellington Street E.
TORONTO, CANADA

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables : "Spero, Manchester."

Cotton Goods

HAVING

On Selvedge every two yards the words 'SPERO' MAKE

ARE RELIABLE, SO ENQUIRE FOR

FLANNELETTES, CALICOES SHEETS AND SHEETINGS

Also the "HAWORTH" GREY—soft as Merino, specially woven for undergarments.

that have stamped on selvedge every two yards, the words

"SPERO" MAKE.

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF **$500** OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

Shaving Cream
Dentifrice
Men's Talcum
Borated Talcum
Sen Yang Talcum
Violet Talcum
Flesh Tint Talcum
Unscented Talcum
Cream Tint Talcum
Liquid Soap
Cold Cream
Tar Shampooing Cream
Bath Powder

Who Deserves Your Window Space?

Surely, the manufacturer on whose products you make a goodly profit, and who advertises those products and samples them extensively and who co-operates with you in every direction, is the one who is most deserving of your window space.

The "House of Mennen" is entirely such a manufacturer. The 1917 Mennen advertising campaigns are bigger, better, and more extensive than ever before. You should display the Mennen Products prominently, in order that you can derive the most benefit from these campaigns.

Three very attractive window displays have been prepared for you; one on *the* Shaving Cream, one on *the* Talcum Powder and a combination display of both. Write for one or all of them to Harold F. Ritchie & Co., Ltd., Toronto.



Canadian Agents:
Harold F. Ritchie & Co., Limited
Toronto, Ontario
Mennen's Products are Made in Canada by
G. Mennen Chemical Company
Montreal, Quebec

Try the "pulling-power" of an *"Old Bleach" Linen* Display for Easter Trade



There is an appeal in beautiful linens that few housewives can resist.

The beautiful snowy whiteness and soft, long-wearing texture of "Old Bleach" Irish Linens will attract the housewife for Easter buying.

Finished in the old-fashioned way, without the use of chemicals, "Old Bleach" Linens have a silky softness and unusual wearing qualities that will give lasting satisfaction to your customers.

Give "Old Bleach" linens the prominence they deserve, and watch the results.

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
22 WELLINGTON STREET WEST, TORONTO

The "Arlington" Collar
Sales Calendar

MARCH

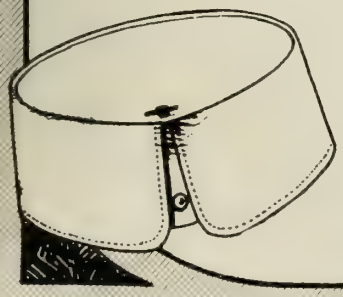
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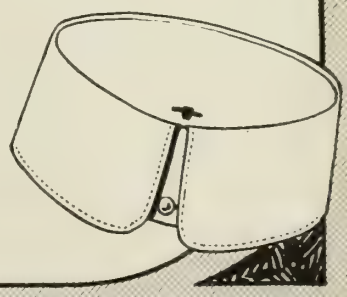
Sort up for Spring and Summer

March is the month to do your sorting. In the collar line remember to order a good supply of **"Challenge"** Brand Arlington Collars for Spring and Summer Selling.

Sort up to see which styles are your most popular sellers and reorder these styles remembering that the demand for **"Challenge"** Brand Collars will be greater this year because of their economy, convenience and long-wear. **Challenge Brand** is the easy-to-clean collar—just a second or two—a sponge, clean water and soap.

"Challenge" Brand line contains several grades—all good, but at different prices and styles so that you can meet the requirements and taste of **every** customer—every customer is satisfied when you have the Challenge Brand in stock to select from—**Sort up this month and send in your order for our newest styles and more of the popular selling styles.**





Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto.
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

The Arlington Company of Canada, Limited

56 Fraser Avenue - TORONTO





KANT KRACK
TRADE MARK COATED REGISTERED LINEN
COLLARS





The Brand That Makes Composition Collars Popular

One Grade Only and that the Best

KANTKRACK Collars, because of their smartness and linen-like appearance make composition collars popular.
At one time the composition collar trade was limited to the country youth and farmer. Since the advent of KANTKRACK Collars these limits have been broken so that to-day there are few classes of men that do not buy composition collars, of a high grade—the KANTKRACK grade.
Added to the smart appearance the **KANTKRACK** collar has the serviceable long wearing features of the flexible lips and the slit back—patented features.
This is the line of collar for 1917 selling: the long wearing—economical—smart **KANTKRACK** collar.

When ordering remember the three K K K

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

Brotherhood Overalls

RIGHT IN QUALITY
RIGHT IN WORKMANSHIP
RIGHT IN PRICE



Front View Auto Suit or Union Suit

There is Big Value all round in "Brotherhood" Overalls—no jobbers' profits—no travellers' expenses. This makes a big saving which is devoted to the quality of material and workmanship in addition to making it possible to give the dealer a substantial profit.

This business-pulling line is open to only one merchant in each town—why not be that merchant?

Write for Brotherhood Agency to-day and get started. We prepay the freight on starting orders of five dozen, or if you prefer, we will send samples to you by return mail. Begin the year with a Brotherhood Agency to help to bigger business.



Mogul Apron

H. S. PETERS, LIMITED, Manufacturers
WELLAND, ONTARIO

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

For Linen Selling

PUSH LIDDELL'S

Irish Linens

This daintiest napery for households will make ready sales when the housewife sees its snowy whiteness and exquisite soft finish.

For added tone to your Easter trims you will find Liddell's Linens very effective.

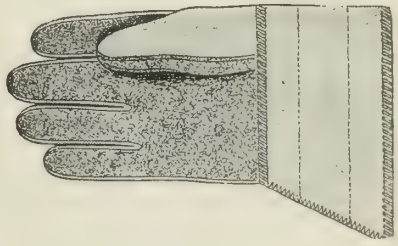
R. H. Cosbie, Limited

IRISH LINEN AGENCY

22 Wellington St. W., Toronto

TAPATCO

REGISTERED TRADE MARK BRAND

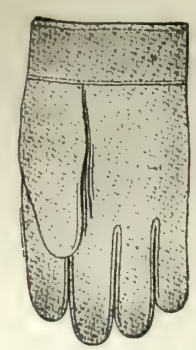


Cotton Gloves Have First Place—Stock Now

The money line in gloves is the "TAPATCO" line.

"TAPATCO" Cotton Gloves and Gauntlets are Canadian-made—they have a quality that wins immediate favor—a wear that satisfies and a price that pleases.

The Tapatco Line has many styles:—Gauntlet, Knit Wrist or Band Top, and in Heavy, Medium and Light Weights, Jersey Gloves and Mitts in Tan, Slate and Oxford.



Get new business through a prominent display of *Tapacto* leaders. Our new Leatherette-faced Glove is proving a dandy seller. See it!

The American Pad & Textile Co.

Chatham, Ontario

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO — 65 Simcoe Street

MONTREAL — 525 St. Paul Street

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Bettings. Gold Label and Silver Label (Registered) Qualities.

J. Bonas & Son., Derby, England—Tapes, Stay Bindings.

Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair Nets, Can.-Anglo Brand Dress and Garment Shields.

George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.

Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.

Donisthorpe & Co., Leicester, England—Wool Mendings.

Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.

F. Bapterosses & Cie., Paris, France—Agate Buttons.

Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.

Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.

Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener, Wilson Dress Hooks.

Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.

Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.

Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.

Schott Bros.—Button Moulds, Schott's and Diraco Machines.

The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS

English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID

Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS

Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

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HORROCKSES

are

Cotton Spinners and Manufacturers

with an experience and reputation of over a century and a quarter. As they are determined to maintain the reputation of producing

the very best

you may rely on all goods which bear their name on the selvedge.

Horrockses Crewdson & Co., Ltd.
MANCHESTER and LONDON, ENGLAND

Agent for Canada
JOHN E. RITCHIE, 591 St. Catherine St. West
MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

MACLEAN'S MAGAZINE *for* March

Sir Gilbert Parker
Robert W. Service
Stephen Leacock
Alan Sullivan
Agnes C. Laut
H. F. Gadsby
Erman J. Ridgeway
Madge MacBeth
L. M. Montgomery
Norman Lambert
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H. M. Tandy
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Arthur William Brown
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BE thankful that Canada has a magazine of BIG calibre. A magazine fit to be placed alongside the best British and American magazines—by the test of those who contribute to it regularly and of ideals.

MACLEAN'S MAGAZINE carries world-famous names in its list of contributors—writers who have an open sesame to any magazine, yet writers that some magazines cannot get, because they fail to measure up to a standard set. Not every or any magazine can have the work of Sir Gilbert Parker, Miss Laut, Stephen Leacock, Arthur Stringer, Arthur E. McFarlane, L. M. Montgomery, Nellie McClung, Robert W. Service, Alan Sullivan, and others whose names are familiar to readers of MACLEAN'S MAGAZINE.

MACLEAN'S MAGAZINE is favored by these fine and high-priced writers because they are Canadian-born or bred and because they are genuinely interested in seeing the land of their birth or adoption have a magazine worthy of the land of their love and of their work and fame. *And they have found this magazine in MACLEAN'S.* MacLean's gives them access to the readership they desire to reach—the man and women of culture and position, of real love for Canada and in earnest to see its nationality enlarge and its destiny advanced.

And so we feel that we have a right to ask you to give MACLEAN'S MAGAZINE a first place in your favor. *It is truly Canadian,* doing a needed service for Canada, and doing this worthily. Doing all that it is doing at a heavy present cost, looking to the future for its larger reward.

You can show your appreciation of what the publishers of MACLEAN'S MAGAZINE are doing by making MACLEAN'S an elect magazine among all magazines enjoying your favor, and by making it better known to others who have your spirit—your sense of Canadian nationality, your purpose to advance Canada in all right and high ways.

At All News-Agents - Fifteen Cents -

Contents of MARCH MACLEAN'S
(CONDENSED)

Jordan is a Hard Road. Serial by Sir Gilbert Parker.

The Guile of Ulysses. By Peter McArthur.

Face Up. By Hopkins Moorhouse.

The Rabbit Revolution. By Adam Barnhart Brown, with illustrations by his brother, Arthur William Brown.

The Above are Stories

Ten Million for the Asking. By Stephen Leacock—a serious contribution on a phase of national finance.

National Policies—How they are formulated and exploited by Parties and Cabinets. By H. F. Gadsby.

Prospects for Peace and Peace's Problems. By Agnes C. Laut. A stirring and thought-provoking article by this wonderful woman writer with a statesman's mind.

The Above are Special Articles

Mrs. Hayter Reed—the woman who is responsible for the decorative schemes of the big C.P.R. hotels. By Madge MacBeth.

H. C. Brewster—Premier of British Columbia. By Norman Lambert. A timely sketch of a man of interest to all Canadians.
These are brief biographies of interesting Canadians—a feature of every issue of MACLEAN'S MAGAZINE.

The Review of Reviews Department condenses for busy readers the cream of the best things appearing in the current magazines of the world. So MACLEAN'S becomes many magazines in one.

The Business Outlook and **Information for Investors** are two features of MACLEAN'S greatly liked and esteemed by many of its readers.

These are Department Features found in every issue

A Few Wash Goods Specials

Featured by us this Spring

B2
ALLIED STRIPES
(See Sample)
32-inch 35 Yards
19c.

A Striking New Fabric in Sport Stripes

FOR BLOUSES, DRESSES, MIDDIES

This is an extra heavy, strong and wide **Print Cloth**, as heavy almost as Galatea, and for the same purposes. Patterns are variegated stripes, medium and wide effects. Colors—Sky, Alice, Cadet, Navy, Mauve, Black.

Two other good lines in Sport Stripes of kindred styles and weights, and **very** effective, are

B1—30-inch **ENTENTE STRIPES**, - - - - - per yard, **16c**
B4—27-inch **VICE REGAL REPPS**, - - - - per yard, **20c**

MH12
POPLENE
(See Sample)
28-inch 40 Yards
19½c.

Very Special Value

This Cloth is probably the **most important feature** in the whole book. It is having a splendid sale. It will be largely used in place of **Wool Poplins.**

SPECIAL FEATURES—Fast Colors, Soft Wool Finish, Rich Shades, Reasonable Price, Quick Seller

Your customers, when they put their hands on it, will surely ask: **''Is it all wool?''**

BUY A GOOD RANGE OF COLORS IN THIS LINE

Comes in White, Cream, Champagne, Pink, Sky, Mauve, Helio, Nile Green, Olive Green, Old Rose, Belgian Blue, Copenhagen Blue, Navy Blue, Black.

LJ43
PURE LINEN SUITING
(See Sample)
27-inch 32 Yards
22½c.

Have You Seen Anything Like It ?

MARK WELL! PURE LINEN!

It is hardly necessary to say anything more regarding this **wonderful value in Linen Suiting.** Could not be bought to-day to sell at less than 35c wholesale. **Another stock lot purchase** from a **Belfast manufacturer** partly explains the case.

For serviceable Wash Suits or Dresses, for Women or Girls, or Boys' Wash Suits, this ''cannot be beat.''

GOODS ARE YARN DYED. ABSOLUTELY FAST COLORS.

Colors are Sky, Alice, Pink, Champagne, Tan, Grey, Mid Green.

B10
WARP SATIN
(See Sample)
27-inch 30 Yards
27½c.

Foulards Are Fashionable

and in good demand. **This number has a rich Duchess Satin Finish,** Soft and Silky, with a delightful touch. Comes in **Navy** and **Black Grounds** with **Spots** and **Conventional** designs, also **Tape Stripes** of various widths in Black and White, Navy and White, and Saxe and White Combinations.

ANOTHER WARP SATIN

of rich quality is **B9.** 40 inch at **40c.** This line comes in Black and Navy Grounds, same as preceding line, also **Conventional Foulard Designs** on **Saxe, Old Rose, Copenhagen** and **Tan Grounds.**

The above are a few only of the lines of Wash Goods advertised in our own monthly booklet, ''Once-a-Month.'' Our Special Spring Number just issued. It contains sample cuttings of many of the lines advertised.

If you have not received a copy, write our Letter Order Department.

THE W. R. BROCK COMPANY (LIMITED)
TORONTO

ASKING ABOUT BONUS SYSTEM IN STORES

Subject That Will be Treated in Next Few Issues—Where Special Order Suits and Coats Are Made—White Enamel Good for Background?

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of February:

WHITE ENAMEL AS A BACKGROUND

Exeter, Ont.—Will you kindly inform us if there is any objection to using white enamel for woodwork of background and ceiling for dry goods window, or would goods show up satisfactorily?

Answer—We have consulted several window trimmers on this point and all agree that it would not be advisable to use a pure white for the background. While at certain times of the year it would show the goods off to advantage, it is essentially a cold tone. A French grey would be much softer and warmer, and altogether more suitable as an all-the-year-round coloring. Many stores favor a simple mahogany or walnut background, varying the appearance at times with foliage or plush curtains.

THE BONUS SYSTEM

———, Man.—Will you please give us information as to how the bonus system works out.

Answer—This inquiry was answered in part by letter, enclosing details of systems in operation in several stores. The subject will be taken up in future issues. A great variety of methods was revealed by the investigation that was begun.

ADDING MACHINE

Belleville, Ont.—We have a prospect for a Burroughs Adding Machine and would like to know at your earliest opportuntiy who the distributor in Toronto is.

Answer—The Toronto distributor is the Burroughs Adding Machine Co. of 52 Bay Street, but as Belleville, is located outside the Toronto territory it will be necessary to write the Montreal office of this company at 238 St. James St.

STORE AND WINDOW DECORATIONS

———, Ont.—Please give us the names of makers of interior and window decorations.

Answer—Adler-Jones Co., 333 South Market St., Chicago, Ill.; Ove-Gnatt Co., Hammond, Indiana, with Dale Etate, Brampton, as Canadian distributors; Shack Artificial Flower Co., Chicago.

Special Order Suits and Coats

Port Alberni, B.C.—I will be greatly obliged if you could tell me the names of firms who are making ladies' suits and coats to order, and can supply samples of cloth; also Fashion Books.

Several names were sent in answer to this inquiry but Dry Goods Review *believes there are a number who may be open for made-to-order business, and would appreciate hearing from such.*

¶—Dry Goods Review would appreciate hearing from Supply Houses whose names are omitted inadvertently from the answers given above.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

Just Waiting for the Good Old Summer Time



Styles are simple in these two Summer Suits of Silk, but the materials are striking. The combination of plain and large check materials with apron-effect skirt and vestee-effect coat is a leading fashion. Equally favored is the large, many colored fancy spot to the right. Here the skirt is in very deep yoke effect with tuck at the knees just suggesting the jupe tonneau. Hats are two fashionable cloche shapes, one of fancy silk, one of embroidered.

Dry Goods Review

VOL. XXIX. TORONTO, MARCH, 1917 No. 3

Easter as a Second Spring Opening



EASTER Sunday coming a little earlier this year than last, namely, April 8, dry goods merchants will not find the opportunity for a "change of scene" fitting into their plans as readily as in 1916 when the time intervening between the formal Spring Opening and Easter was about two weeks longer than it will be this year. Then there was a sufficient interval to clear the decks of the earlier showings and to go in for a comparatively new range for Eastern merchandising.

This year, with most of the openings running between March 5 and the end of the month, will see a tendency on the part of the later stores to satisfy themselves with freshening up the stocks they will be displaying and to use some new foliage in department or in the windows, and Easter emblems in the show cases, with perhaps a change of "dress" in the lining of the flooring.

As a Stimulus to Move Earlier Stocks

Even this year the coming of Easter can be made to serve as a stimulus to the sales clerks to move out as much as possible of the earlier stock in order to leave room for the second arrivals that will be required to secure a final decision from the lady who easily put off buying her Spring outfit in March on the plea that it was not needed anyway before Easter Sunday. In a few cases such as neckwear, a second sale will be made in many stores where a transformation process will take place between the two "openings."

The head of a millinery department in a Canadian city, in speaking of her Easter plans, told DRY GOODS REVEIW that she expected to clear out most of her earlier stocks by a week before Easter and for the final week she would have visited a number of millinery centres and bought up the latest models that were then in the market, with which to transform her show room for the "last lap." This method of replenishing with fresh stock, not on order until very near the time required for retail selling, is one that will be adopted by the leading millinery departments this year.

"All our early showing of hats will be cleared out by the beginning of the pre-Easter week and we will make as completely new a showing as we can for that week," said the head of another millinery department which held its formal Spring opening on the twelfth of March.

A store that does a special business in neckwear and millinery, among other lines it carries, will send out a neat folder inviting those on its mailing list to attend an "Easter Opening." The booklet will be printed in two colors, probably black and purple, and no prices will be quoted on anything, unlike the same firm's Christmas folder, which went into prices in detail in every department covered by the folder.

With many merchants the formal Spring openings will not take place until about the first of April, so that Easter selling will merge into the Opening, and at once stimulate selling. Emphasis should then be placed on the occasion, Easter Sunday, from the start. Across the line last year emphasis was laid on the phrase, "Dress-up Week," and reports agree that ordinarily business was increased thereby as the newspapers entered into the suggestion with editorial reading matter and illustrations. At the present time, however, in Canada, the advisability of this is open to question.

Various suggestions in regard to Easter interior displays, window trims, advertising, etc., appear in the special department with which they are more closely connected.

NEW STITT STORE OF EASTER SPECIALTIES

Opening of Smart Store Devoted to Limited Lines of Women's Wear—A Grey Tone to Windows—Compact Arrangement of Fixtures—Neckwear Turnover Once a Month—Frank Statement as to Sales.

No more favorable period could have been chosen by Stitt & Co., of Toronto, for their transition from a King street store to a Specialty establishment on the basis of a compact Fifth Avenue store, than the period preceding Easter. This firm which for a number of years has been handling a limited number of lines, such as neckwear, gloves, hosiery, imported waists, and dresses, handkerchiefs and millinery, has essentially an Easter time air about it at all seasons of the year. Hence, their appearance in February in smart, new garments on Toronto's busiest thoroughfare, proved more fruitful in trade even than the enterprising manager and partner, Mr. Edwards, had ever contemplated. The new shop, narrow, bright, dainty, smart, with an exclusive and yet not expensive air about it, filled with "new" things, caught the fancy of Toronto shoppers at once. In the old quarters, besides being situated out of the way of the moving throng, there was too much space for those peculiar "condensed" qualities that are called for to show up best groupings of certain kinds of merchandize. From the tiling and the greyish tint upon the flooring and the window backgrounds, to the glistening cabinets and show cases, brightly lighted, the carpeted floor, the fixtures that are compacted into a minimum space along the sides, the whole atmosphere creates an impression of fitness for the merchandise that is carried. The views of the exterior and interior presented here will bear this out.

Only 13 Feet in Width

Just a word of "warning" about the size of this store: The photograph implies about 20 to 25 feet of a width. All told, it is only 13 feet wide, though 90 feet deep, of which 6½ feet are taken up by the windows.

This new Stitt store, then, is quite as interesting as a bride's house, for everything in it is new—equipment, stock and fashions. From the entrance one gets a view of the whole store at once—long and narrow, with excellent color and display effects, and variety in fittings. Just inside the door is a wicker arm chair and behind the door an artificial hydrangea, but little else is there in the way of space consuming luxuries.

The woodwork is satin-finished mahogany in the substantial looking square corner design and the walls are tinted a delicate flesh color—not pink enough to disagree with the woodwork.

Neckwear Cabinet at Entrance

First on the right, close to the wall, is a high glass faced cabinet displaying the newest models in fancy neckwear. Surplus stock is kept in the drawers below. Then glass show cases with glass shelves show other novelties in neckwear, corsage bouquets, belts and handkerchiefs. These show cases are narrow and dainty, in keeping with the articles they display, and also with the proportions of the store, and yet supply sufficient room for an effective display.

Leather Counter for Fitting Gloves

On the left, where gloves and hosiery are kept are mahogany counters, narrow again. One has a leather upholstered surface where gloves are fitted. Behind these open shelves with cloth covered boxes contain other stock and above them is a further display of hosiery and gloves.

Beyond this section is a fine cabinet with three spacious drawers containing lingerie. On it are displayed two nightgowns and two boudoir caps of flesh colored crepe de chine.

A large mirror in the wall is the next variation. In front of it is a shelf on which are shown exclusive blouses, and, nearby, are a couple of figures, one displaying an evening gown and another a cloth dress.

Neat Little Fitting Room

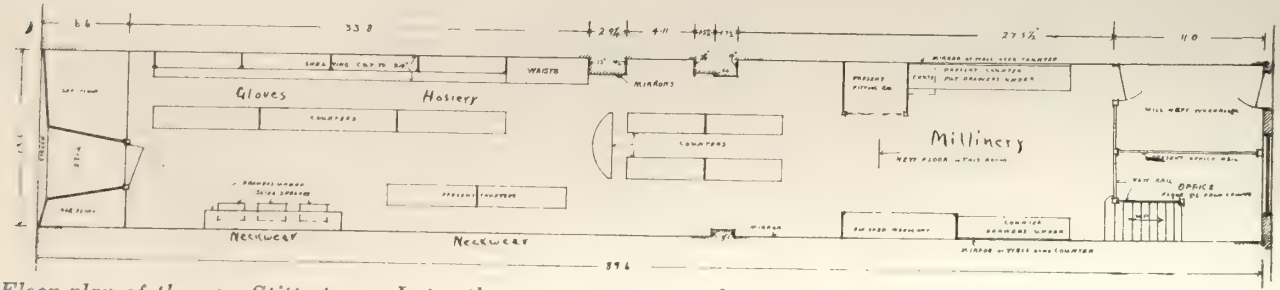
Beside these is a neat little fitting room, curtained off with green velour portieres, and opposite, on the right hand side is a cabinet with glass doors concealing imported gowns.

Millinery, Workroom and Office at Rear

The store comes to an end with the millinery department, where, so far, only imported models appear. The work room is back of the show room. Mirrors, cabinets, and shelves are plentiful in this department, too. The stands for hats are of antique finished brass, with floral designs in relief at the base. At intervals are brass arms hinged to the wall fittings; these are excellent for displaying millinery, gloves, neckwear, or any of the stock, in fact, with the exception of dresses, and without taking up floor or counter space.

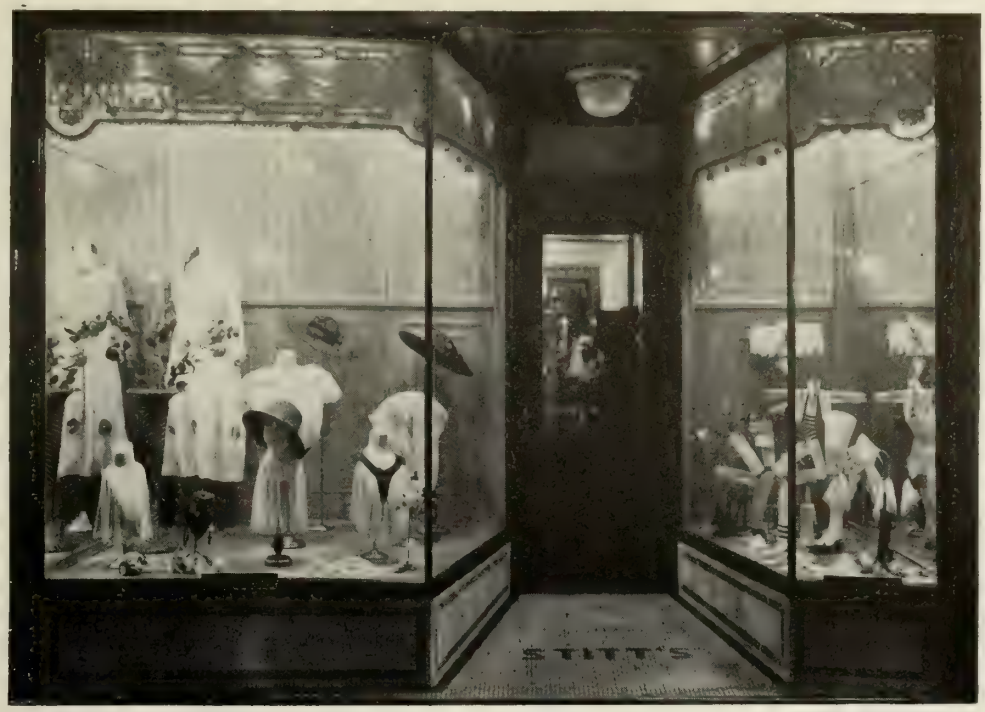
Clever Use of Space

It may be imagined how attractive this variety of harmonious fittings is, but it requires a visit to the store to realize how cleverly space is utilized in order to bring out effective displays without any suggestion of overcrowding. No doubt the Stitt customers appreciate the fact, too, that so much variety may be examined with few steps and all on one floor. The firm makes use of a good sized basement for reserve stock.



Floor plan of the new Stitt store. Later the arrangement was changed so as to give an uninterrupted aisle right to the back.

Exterior and Interior Views of New Stitt Store



It is impossible to convey by a photograph the soft grey tone of this front, dainty, like the goods within. The tint was secured by using an acid on the wood and rubbing in a grey paste. This front was a tranformation from a single window with a door at the side. The whole front is only 13 *feet wide. It has a splendid selling value.*



Display and compactness are carried to a fine art in this interior—well-lighted cabinets and show cases with wall fixtures for neckwear and waists and a peculiar suggestion of "classy" goods in the use of the flowers on the ledges. Note glove counter of leather and carpeted floor. The work was done by Kay Bros.

One of the cardinal principles in the merchandising of this store, as explained by Mr. Edwards to DRY GOODS REVIEW, is a rapid turnover of stock. The neckwear is cleared out on an average of once a month, twelve times in a year. To do this means that new stuff is being brought in constantly, but not enough of it to "stick." Seldom is a repeat order given for any line of neckwear, the store preferring to show new goods so far as possible. There was one exception to this rule in a cowl collar which sold so well before Christmas that the manager made a slight change in the design and ordered 20 dozen more. Nearly all of these were disposed of in the next two months in steady sales. However, in this case no other store in Toronto had the line, or there would have been no repeat order, in all probability.

Keeps Down Millinery Stock

In millinery, Mr. Edwards endeavors to keep down the stock as much as is consistent with a fair variety of models demanded by customers. He buys often and if a hat is rather slow, it is at once reduced and the staff are instructed to get rid of it as soon as possible, while the style is fresh. The reduction is not noted prominently as a "sale" feature, but the staff work especially to dispose of it.

A Few Sales Explained to Public

The only "sales" that are held, and advertised as such, are a couple, or sometimes four a year. Then the reason is explained frankly to the public—that the store's policy is to show new goods all the time, and that thus it is impossible for anything to be left long in stock, as room must be made for the constant arrivals of new goods. Thus, the store has decided upon a reduction in order to dispose of a few lines that are left of the last shipments.

Sells at Medium Prices

While the store has a strong following among what is known as a "high class" trade, it caters to the general public with moderate priced goods. The imported lines come fairly high at times, but medium priced goods are carried in abundance. Hat sales at $25 and $30 are common, but the main ones run around $12. So, with neckwear, hosiery, gloves, etc., the store aims to provide excellent value for everything and thus to meet the strong competition of the department stores.

The dressmaking department, that was carried in the old store, has been given up, and the lines mentioned above, alone are carried.

Sample of Its Advertising

Limited newspaper advertising, so far has been done, consisting mainly of a 2-column, 6-inch ad. carried once or twice a week, with an ornamental border. One of the introductions reads as follows:—

The Stitt Co., Limited, New Store, 94 Yonge Street.

Toronto ladies who have not visited "Stitt's" New Fashion Shop at 94 Yonge street, should do so. It will be found to be one of the smartest and most attractive Ladies' Specialty Stores in Canada.

A visit to this store will convince you we show the latest styles at prices within the reach of any shopper wanting well-made goods.

We feel sure you will appreciate the personal attention and service received here.

The body of the ad. reads thus:—

NOVELTIES IN THE VARIOUS DEPARTMENTS JUST RECEIVED.

Gloves and Hosiery— Our stock of Gloves comprises all the Spring fancy effects, as well as regular staple lines. See our new "Sport" Fancy Hose, in stripes and checks.

Neckwear— Sport Stock Neckwear and Collars of Khaki-Kool material, are shown by us. We show exclusive high-class neckwear at reasonable prices.

Dresses and Waists—STITT'S present the authoritative modes in Spring Dresses, and new models in "Yosan Silk" are now in, and are moderately priced.

Handkerchiefs— We have the newest Irish Linen Colored Hand Embroidered and Crepe de Chine, in all the new high shades to match costumes.

Millinery— The word "smart" as applied to this new Millinery never conveyed greater satisfaction to the woman seeking distinction and individuality in Spring headwear. Hair lace trimmed Hats are new.

PRICE MAINTENANCE--HELPFUL OR HURTFUL?

Dominion Government Threatens to Declare Action of Manufacturers Illegal — Many of Smaller Stores Argue That Price Maintenance Would Set Them on Equality With Department Stores and M.O. Houses—Consumer's Position.

IN the United States the dry goods stores are rent in twain over the Stephens-Ashurst bill, as it is called, which is now before Congress, and seeks to make it legal for a manufacturer to compel a merchant to sell his goods at a price that he himself fixes in advance

It is made a Federal bill, because two of the States have frustrated as illegal, attempts of manufacturers to enforce a standard price for their output.

A few days ago the Minister of Labor at Ottawa denounced as an iniquitous hold-up of the consumer any "fixing" of retail prices by the manufacturer, and threatened to bring in legislation to make this illegal if existing statutes proved of no avail.

The subject has therefore become of national importance and DRY GOODS REVIEW deems it of sufficient interest and concern to the trade to devote some attention to it in this and one or two succeeding issues.

To this end we invite the views of merchants all over Canada,—for it has so many complications that it cannot be decided lightly on one side or the other.

Would Cut on Unbranded Goods

IT may be stated, roughly, that most of the department stores are opposed to price maintenance, both here and in the United States, and that there, at all events, where the subject has been canvassed, that a large body of smaller merchants are persuaded that if a manufacturer were allowed to say that such an article must not retail at less than 25 cents, or 50 cents, or $1, that this would provide the basis for a large percentage of a merchant's stock on which he would be competing on equal terms with the big departmental stores and the mail order houses.

The evidence before DRY GOOD REVIEW at present is that opinion is against Price Maintenance in Canada.

Below is set forth the case as presented by two equally ardent protagonists, the one as a champion, the other as an opponent of the principle of Price Maintenance.

But before coming to these we will quote the superintendent of a medium-sized department store in a large Canadian city:—

"I do not believe that Price Maintenance will serve to cut away any of the present advantages the big stores possess over the small.

"Suppose that we are forced to sell a line at 50 cents, instead of, say, 40 or 42 cents, we will have bought that line at a jobber's figure, for quantity, and our profit on it at 50 cents would be far beyond the average. Duplicate this on scores or hundreds of goods and seemingly the smaller store is placed on an equality.

"But—what are we going to do with our 'surplus' profits? We would simply use them in cutting prices still more on the goods where prices could not be maintained, or could be and were not, and in the end—as these latter would be far more numerous, we would undersell the smaller store even more than at present. I think it would average up to our gain, if anything."

Competition Would Bring Value

NOW, for the advocate of price maintenance:—

"Generally speaking, there are three agencies for the distribution of goods.

"(1) Those who sell on the consignment system and have goods sent them by manufacturers who control the price for the selling of the goods.

"(2) The unbranded system, by which all manufacturers would sell goods to independent jobbers without any restrictions as to prices, the jobbers selling to retailers in the same way, leaving free and open competition, and,

"(3) The one which would permit manufacturers to brand their goods by trade mark or other means and enter into contract with the distributors by which the goods should be marketed under a fixed price and other conditions.

"This last is called Price Maintenance: It is half way between the other two.

"It has been charged that Price Maintenance would tend to higher prices. I contend this is not the case, for many reasons.

Why Prices Would be Kept Down

"The price would have to be kept down to a point satisfactory to the consumer, or he would not buy; it would have to be satisfactory to the retailer, or he would not distribute; it would have to be satisfactory to the manufacturer or he would not manufacture," he would have to set a price that would give no competitive advantages to his rivals in branded goods, or they would cut under him; and he would have to have a price that would not permit unbranded goods to come in and undersell him.

"Men that ask too high prices simply will not sell their goods.

"Under the agency system the control would be with the manufacturing interest; under the unbranded system the control would be with the distributor; the retail man would be king; with the third system there would be a balance between the producing and distributing functions with control not lying with either."

Unfair to Retailer and Consumer

NOW comes the merchant who opposes the idea. He said:—

"This question is a very difficult one and has many angles. But, after a careful study of the subject, I have decided against it as opposed to the best interests of merchandising.

"First of all, Price Maintenance would unnecessarily increase prices of trade marked goods. For instance, retailers living near a factory, and whose expenses are less in getting the goods than others who live far away, should be able to sell the goods at a lower price.

Expenses of Different Stores Different

"Moreover, apart from the question of distance from the factory, there are merchants whose expenses vary all the way from 10 to 25 per cent. (of the turnover), in country stores, and from 12½, to 30 per cent. in city stores.

"Again, it will increase the price of trade marked articles until it includes a large part of the goods sold. Many of the big non-trade-marked lines will be put out of business and a great many other new trade marks will be created simply on account of the protection the law gives to the trade marks.

"Moreover, it will help the manufacturer to put up dams against competition; and trade marks will increase until finally all the articles in common use in life will be sold at fixed prices and at higher than necessary prices, because the better value of unknown lines or new lines will have less chance against the highly advertised lines.

Can Sell Poor Value by Persistence

"Indeed, it is my conviction, grown out of a life spent in business, that poor value can be sold, by large, persistent advertising. Witness the sale of patent medicines. It is simply a question of psychology; hammering into people a certain idea until finally they accept it.

Average Article Doubles in Price

"The elimination of competition will be hurtful, for competition is needed, imperatively, in retail distribution. The average article doubles in price from producer to consumer. In the hands of the retailer alone, the average article probably is marked up 50 per cent. — without counting the middleman's profit. At the same time there are no exorbitant net profits made by retailers, not averaging above 5 or 6 per cent.

"My suggestion is that the smaller stores, instead of letting the mail order houses get into them from outside, should get together and buy as cheaply as the big stores in very large quantities, and thus win out, as they understand the neighborhood's demands, and possess the personal touch, a tremendous thing in distribution.

Healthy Contribution Necessary

"With Price Maintenance a law of the land, manufacturers will depend on the support of paternalistic law rather than on their own strength, a strength that should grow constantly through the very medium of healthy competition."

Do "The Noes Have It" in Price Maintenance?

A FEW inquiries were sent out by DRY GOODS REVIEW at the end of February and early in March, to a list of subscribers picked at random, and as we go to press the replies are coming in. We quote three or four below to give an idea of the trend of opinion in regard to this subject. It will turn out, we think, to be one of the most curious, almost remarkable, aspects of this question that seemingly convincing arguments can be quoted in support of both sides. "Early returns," to quote an election phrase, show a preponderance against the right of the manufacturer to compel the retailer to sell at a price fixed by him.

STEACY & STEACY, KINGSTON—Isaac Pedlow, Renfrew, and Robert Fair & Co., of Peterborough, answer "No" to question 1. "Are you in favor of the maintenance of prices?" while the Playfair, Preston Co., of Midland, reply in the affirmative.

Why They Oppose Price Maintenance

As to "the reasons for holding this opinion," Steacy & Steacy reply: "No manufacturer has the right to dictate as to what the retailer shall sell his merchandise at."

Isaac Pedlow: "It is unfair to the consumer, gives the manufacturer undue power, and besides tends to eliminate competition, which is not good for business."

The Peterborough firm: "An open market with keen competition is healthier and better for everybody."

Price Maintenance Protects Merchant

On the other side, the Midland merchants declare: "It (price maintenance) is a protection for the merchant and manufacturer, as well, and helps establish business on a solid basis."

Help Against M. O. Houses, or Not?

The third question was: Would the maintenance of prices help the stores against the mail order houses?

Renfrew says: "No, positively, no; just the very reverse."

Kingston: "In some instances, yes."

Peterborough: "No, we don't think so."

But Midland answers: "Yes."

In the fourth, DRY GOODS REVIEW asks how the principle would work out so far as the consumer was concerned.

Peterborough's reply: "Have manufacturers and jobbers meet competition same as retailers do."

Renfrew: "It would eliminate expert service and unduly enhance prices."

Kingston: In most cases to an advantage."

Helpful to the Consumer

Midland: "The price maintenance idea encourages both manufacturer and merchant to handle reliable merchandise and is a protection to the consumer."

In the fifth and final query, we asked for some arguments for or against price mantenance.

Kingston writes: "It's a restraint of trade, and as far as we can see, illegal."

Not an Argument in Favor of it

Renfrew: "There is not a single line of argument in support of that contention that will find a single supporter in the final court of appeal—the public."

Peterborough: "Let prices rise and fall with market conditions, having reference to labor and prices on raw materials."

Price-cutting Discourages Maker

Midland: "Price-cutting of a reliable article will eventually drive it off the market, thus discouraging a manufacturer in keeping up the quality of his product and the merchant will not handle an article that is cut to pieces."

R. M. A. SECRETARY FAVORS IT

The secretary of the Dominion Retail Merchants' Association, Mr. E. M. Trowern, has taken a public stand at Ottawa in favor of price maintenance.

Send Us Your Views

DRY GOODS REVIEW invites correspondence along the lines indicated by the questions, or along any others that merchants may see fit to handle the subject.

MARKET REPORTS

THE MARKETS AT A GLANCE

THE past month, was reported by several dry goods wholesalers, to be the best February in the history of their business so far as sales go. They are of the opinion that the goods are going into consumption and that retailers are not stocking up. Evidence of this appears to be in the fact that there were a considerable number of repeat orders. Mills also report buying of Fall lines good. During February raw cotton worked its way to higher prices following a decline at the end of January. Wool is in firm market with higher prices prevailing on the London market. English yarns have been advanced and the Government is looking to the encouragement of the export trade in yarns, cloths and other commodities. Prices of silks are generally higher, while high-class linens have made big advances with manufacturers. Laces and silks are firm in price, due to the possibility that the Swiss source of supply may be greatly curtailed through the closing of mills there. Advances have also been recorded in shoes, rugs, linoleums, oilcloth, needles.

COTTON BLANKETS AND CHEESECLOTH HARD TO GET

Buying on Fall Lines Has Been Exceptionally Good—February Reported Best Month in History—Prospect for New Cotton Crop Not Promising

COTTONS.—Some wholesalers report February business has been better than any corresponding month in the history of their organization. The volume of business not alone larger but in the actual quantity of goods sent out to the trade there has been an increase. They are of the opinion that retail merchants are not stocking up, but that the goods are actually going into consumption, the evidence for this lying in the fact that they have had repeat orders on certain classes of goods. There are some lines that the wholesalers find difficulty in getting sufficient goods to supply the demand. Cotton blankets are still very difficult to get, the mills in some instances refusing to take more orders for these until the large orders already booked are cleaned up. With the wholesalers there have been slight advances in these articles during the month, on the Dragon 10/4 the advance amounting to

5c per pair and on the same brand 12/4 the advance amounting to 10c. IBX brand blankets in the same sizes have made corresponding advances. Cheesecloth is also hard to get in sufficient quantity to meet the demand. The mills are working to capacity and yet are unable to turn out the goods in sufficient supply. The mills are not pressing for orders in any of their lines, as they are endeavoring to get some of the orders already placed cleaned up.

Mills Making Extensions

Some of the cotton mills are developing their plants as rapidly as they can in order to take care of the increased business. One company, for instance, is putting in 1,000 new automatic looms that will take the place of older types. With these new automatic machines it is possible for a weaver to look after twelve machines instead of six as formerly. In other words, for the same amount of skilled help employed they will increase the efficiency of their plants fifty per cent. Mills have been troubled to get a sufficient supply of efficient labor to look after their machines and the installation of new automatic machines is a step that is working toward greater production. This change is being effected by no less than two of the large cotton companies, and others in all probability are making similar improvements. The manufacturers will be in a better position to hold the trade once peace again comes than they have ever been before. One company is also erecting a new building in which to manufacture surgical gauze. A great demand for this has arisen since the war has been on. These supplies heretofore formerly came from the United States for the most part, but Canadian manufacturers will hereafter be in a position to care for the domestic trade. There have been no price changes of note by the manufacturers during the month. Announcement of the new Spring prices on cotton bags, ducks, tickings and shirtings is awaited with interest. In some quarters it is anticipated that cotton bags may be slightly easier in price, while advances are looked for in shirtings and tickings.

New Cotton Crop Not Promising

Those interested in the cotton trade are naturally casting ahead to the prospects of the new crop this year. A cotton merchant in the Southern United States who recently made a tour of the cotton belt, states to a Canadian firm that the prospects are not very promising for a large crop. It is asserted that on account of the high cost of living many farmers in the South are finding it more profitable to raise peanuts. The operations of the boll weevil in recent years have operated to send farmers to the culture of peanuts. Peanuts, it is also stated, can be produced cheaper than cotton and the price paid for them is in the neighborhood of $70 per ton. Peanut oil mills are being erected in many parts of the South. Farmers are also going more into stock raising, whole plantations being given over to this industry. Indications point to a considerably reduced acreage of cotton in the South this year. Fertilizers are very high in price and this may operate to cause a decreased production in the area given up to cotton.

Cotton Gains 2½c in Month

During the latter part of January there was a slump in raw cotton, but throughout the month of February there has been a firmer tendency and a gradual working toward higher levels. A clear gain of 2.60c per pound was registered during the month. Spot middlings uplands opened the month of February at 14.75c per pound in a quiet market. On March 2 it had advanced to 17.45c per pound. There seems to be a prevailing opinion among cotton men of the United States that war between Germany and the United States would cause perhaps a sharp decline. Bullish elements in the market, however, incline to the opinion that it would later cause a sharp rise. Exports of cotton would have a better chance with the United States destroyers arrayed against the German submarines. They express the opinion that the situation could not be worse than it is at the present time and that it would be decidedly better.

Conservative Elements Advise Caution

One of the authorities on the cotton situation in the United States advises caution in the face of the uncertain situation. Theodore H. Price, in reviewing the situation, says: "Looking ahead, the war clouds continue to obscure the view and suggest the wisdom of slow speed and short sail. As the difficulties in the way of exporting cotton multiply, the value of the Liverpool stock is naturally increased while that of the what remains in America is correspondingly reduced. The markets have, therefore, been moving inversely. In Europe the price has advanced. In America it has declined. For a time and until the tenor of Lloyd George's speech was known here, New York futures showed some tendency to reflect the strength abroad. While cotton is not included among the articles that are on the list of things the importation of which is controlled or prohibited by the English Government, it is felt that the conditions described and imposed will automatically restrict European buying of cotton in America and for the balance of the season a very small export movement is expected." Following are quotations on some of the standard lines of cotton goods:—

Cotton duck, 8-oz., per yard	$ 0.21½
Cotton duck, 10-oz., per yard	0.27
Cotton bags, 12-oz., per bale, 100	27.75
Cotton bags, 14-oz., per bale, 100	32.75
Print cloths, 76 x 80's:—	
Light grounds with less than 50% of color, per yard	0.14½
Light grounds, with 50 % or more color, yard	0.15
Covers—pinks, lilacs, browns, per yard	0.15½
Steel greys and black and whites	0.17
Indigo blues and blue greys	0.18½
Tickings, 9-oz., A.C.A.	0.32½
Standard shirtings, per yard	0.21½
Cotton blankets, Dragon 10/4, pair	1.35
Cotton blankets, Dragon 11/4, pair	1.50
Cotton blankets, Dragon 12/4, pair	1.95

IBX cotton blankets, 5c higher than Dragon.

GREAT BRITAIN LAYING PLANS TO DEVELOP EXPORT

Wool in London Auctions Gains Strength—Intimations That Export Wool Trade Will be Given Greater Consideration

WOOL.—During the recent sales of wool in the London auctions there was tendency to higher prices. New South Wales scoured, according to cable advices on March 2, were 10 per cent. higher than the January average. January, it will be remembered, averaged lower than December of last year. On February 14, near the opening of the wool auctions, New South Wales scoured sold at 4s 3d., while on March 1, the same grade of wool sold up to 4s 9d., representing an advance of 6d., or 12c per pound. There is a continued firmness in the wool market. Shipments are coming to Canada somewhat tardily under the permit system that causes delays. Authorities on the wool trade in Bradford assert that important developments are pending with respect to the export wool trade. At the last conference held in London at the War Trade Department, it was stated that manufacturers were go-

ing to satisfy first the military needs of the country with respect to cloths and then develop to the fullest possible extent the export trade. It is asserted on good authority that the British Government is determined upon this. It is asserted that the manufacturers will be asked to state the purpose for which the raw material is required and that export requirements will be considered first. It is estimated that in Great Britain there are sufficient men's and women's wear fabrics already made to satisfy all civilian needs for the next twelve months and that machinery must be run henceforth to satisfy the needs of the outer world. Manufacturers will be told that they must tackle first of all their orders for export and do their utmost to obtain more. With development along these lines it should mean that cloth will come to Canada in greater volume.

In the raw wool in the United Kingdom there is considerable more inquiry. It is understood that commission combers have been instructed that they are to take no work on outside account unless they are granted permission by Government officials, Government wool to have prior treatment in all classes. Many leading topmakers are still unwilling to quote or to offer anything unless they have the tops in stock.

An impetus in the right direction toward the development of the Canadian wool industry is anticipated through the establishment of a classification station at Guelph, recently decided upon. The operations of the station will start as soon as the new season clip commences in the first part of June.

ENGLISH YARNS INCREASED 8c TO 10c POUND IN MONTH

English Mills Are Accepting Orders on Yarn Following Desire of Government That Export Business be Fostered as Much as Possible

YARN.—English yarn manufacturers have been accepting orders from Canadian importers during the month and conditions point to a continued supply from the United Kingdom. Dealers in this country have been notified that prices have been advanced from 8c to 10c per pound on English yarn. This condition has been occasioned through the firm and advancing prices for wool, the London wool sales held during February averaging 10 per cent. higher than the January sales. In the United States the spinners of worsted yarns are reported busy on old contracts, and less willing to consider new business unless offered at highest prices. One of the spinners of novelty yarns in the United States recently advanced prices 25c per pound simply for the purpose of cutting off further business. In that country the knitting trade is reported well cared for by deliveries of yarns against old orders. Prices for yarns in the United States have been on the up grade on 2-40's, the price prevailing in the New York market is $1.85 to $1.90, while for contracts $2 is asked. The increased price for wool is largely responsible for the upturn in yarn in that market. Canadian yarn manufacturers are still working to capacity and will be busy until well through June, as they are not accepting orders for later delivery.

The cotton yarn market remains an uncertain one, that is cause for concern on the part of underwear knitters. At the present time it is reported fairly steady in the United States, with more inquiry from knitters for delivery during the second quarter of the year. The irregularity of quotations, however, which incline to bullishness is cause for worry, more or less, on the part of buyers. The probability of United States getting into war has added further to the complexity of the situation for underwear mills. They are trying to figure out how they will be able to meet the demand for underwear from the Government should hostilities develop and at the same time take care of the orders that have been booked for Spring and Summer delivery. With the strengthening in raw cotton prices, cotton yarns have taken on a firmer tone, and manufacturers have been able to make sales at better prices. For Canadian wool yarns the price has remained unchanged during the month at the following quotations:

	White.	Colored, per lb.
40's	$1.10	$1.35
42's	1.16	1.41
44's	1.20	1.45
46's	1.26	1.51
48's	1.31	1.56
50's	1.37	1.62
54's	1.60	1.85
56's	1.70	1.95
58's	1.80	2.05
60's	1.96	2.21

SILK PRICES IN SOME INSTANCES MOVED HIGHER

Trade in Silks During February Larger Than Any Month Last Year—Silk-finished Corduroy Velvet in Firm Market, and May Go Higher

SILKS.—Silk dealers report business for the month of February better than any month during the past year. The demand is so great that some wholesalers assert they are unable to meet it. There seems to be an insistent demand for silk, regardless of prices. The department stores are reported to be taking to the new tussahs in the striped, large dotted and novelty sport effects. The demand for taffetas is reported the strongest of all the lines this season, with crepe de chines and shantungs following strong in the order named. Shantungs are expected to have a good sale, and the stocks of these goods are somewhat limited, with small prospect of getting additional supplies. Wholesalers anticipate the demand for navy blue colors in silks will be strong this season from present indications. The fact that prices are higher in many lines of silks has not operated to shut off the demand. Rose colors and greens are also being shown extensively. Some wholesalers have stopped deliveries of goods from Switzerland, pending a clearing of the atmosphere with respect to the submarine situation. "If the submarine activities continue to restrict the shipment of silks," stated one wholesaler, "the year 1918 will be a tough one so far as silks go. There are probably enough stocks on hand at present to see the trade through the year 1917. This will put any future business on a completely new level. Retailers in very many instances are still buying cheaper than if they bought direct from the mills. One line of French silk that we are selling at 55c to-day would cost 67½c to land here. A line of crepe de chines that is now selling at $1.10 to $1.25 per yard would cost to-day $1.20 to lay down in this market."

The continuance of the marine insurance rate and war risks have operated to send the prices of silks up in the neighborhood of 15 per cent. For new goods coming forward this is a considerable factor in the price. There has been a movement toward higher levels in a number of silk lines during the month. Duchess mousseline that was quoted at $1.15 to $1.25 per yard a month ago is now selling at $1.25 to $1.35, and even as high as $1.50 in some instances. Pailettes have been advanced 5c per yard, and are now quoted at $1 to $1.05. Japanese silks have held steady in price. Crepe de chines have been moved higher by some of the wholesalers, the lower quo-

tations being up 5c per yard. In other instances the prices of last month have been maintained. Taffetas and piece-dyed lining satin remain unchanged, but poplins have been moved up 5c to 7½c per yard for the silk and cotton goods. Silk and wool poplins are about cleaned out of the market. All-silk faille poplins have also been moved higher by 15c to 25c per yard. Some concerns are about cleaned out of pailettes also. Deliveries of goods are very slow, especially from Switzerland. Articles that left that country about the middle of December last just arrived on March 2. Following are the quotations:

Duchess mousseline, per yard	$1.25	$1.35
Pailettes, per yard	1.00	1.05
Japanese, 8 M/M	0.75	0.78
Japanese, 10 M/M	0.80	0.85
Crepe Georgette, per yard	1.15	1.25
Crepe de chines, per yard	1.10	1.25
Taffetas, per yard	1.05	1.25
Lining satin, piece-dyed	0.85	1.20
Poplins, silk and cotton, per yard	0.95	1.00
Poplins, all-silk failles, per yard	1.90	2.25

HIGH-CLASS LINENS HAVE ADVANCED ABOUT 50%

Representatives of Belfast Linen Manufacturers Notified of New Prices That Provide for Big Increase—Demand for Linens Still Good

LINENS.—Representatives of one Belfast manufacturing concern have been notified recently that big advances will become effective on any orders that are placed from this time forward. The increase amounts to 50 per cent. on some lines of high-class linens, such as table cloths, napkins and runners. One line of embroidered table cloths that previous to the recent advance were quoted at $4, are now quoted at $5.95. Representatives in this country are furthermore being notified almost daily of the cancellation entirely of certain lines. They will take no fast prices on anything in the linen line; all orders must be left open until confirmed by cable from Belfast. For lines in stock by dealers there is still a good demand, but as soon as these stocks are exhausted there is a very great probability that there will be an entire dearth of linens. The British Government has recently requisitioned all linen yarn stocks in the United Kingdom, and manufacturers can get only what is not needed for war purposes. Not alone are the stocks of linen yarn required by the Army Council, but dealings in any yarns suitable for aeroplane lines are prohibited altogether. Notice was given by the Army Council under the Defence of the Realm Regulations that it is the intention of the Government to take possession of all stocks of Courtrai flax or yarns, or yarns manufactured wholly or in part from Irish, French or Dutch flax. All persons holding any stocks of Courtrai flax or yarns are required to make a return of the same with full particulars. A further order has been issued providing that flax that can be used for manufacture of aeroplane cloth must not be used for any other purpose without permission. The state in the linen goods business is rapidly approaching that of exhaustion. As soon as present stocks are cleaned out wholesalers cannot see where further supplies can be secured. Some of the wholesalers have fairly good stocks of linens, but at the present rate of demand these will not last long. It is the opinion of those closely in touch with the situation that linen goods will never return to the old low levels prevailing before the war. One factor that is against it is the fact that the British Government has passed a law guaranteeing a minimum wage to the operatives in the mills of Ireland. In a wholesale way huck towelling is selling from 11c to 20c per yard; two-tone stripe crash from 11c to 11½c; plain white crash, 13c to 22½c; embroidery linens from 18½c to 60c.

15 *PER CENT. INCREASE IN NEEDLES DURING MONTH*

Stocks of Pins and Hairpins Exhausted in Certain Instances—Do Not Know When Supplies Will Arrive—Knitting Needles in Good Demand.

PINS, NEEDLES.—Dealers in a wholesale way in pins and needles find the situation an increasingly perplexing one. In some instances they are unable to get supplies of hairpins and pins and their stocks are depleted. There is a big demand for these goods yet there are none available to meet it. Manufacturers have accepted orders but as yet have been unable to make delivery. Imports from Great Britain have fallen greatly. Supplies of steel used in these goods are in demand for war purposes and the manufacturers are unable to get anything near enough to meet the demand. Sewing needles have made an advance of 15 per cent. during the month. Darning needles and knitting needles have also shared in the advance. There is a good demand for knitting needles through the knitting of socks for soldiers. Stocks of these are getting very low and chances for replenishment are not bright. Sewing needles are now selling at $1.50 per thousand as compared with $1.40 recently. These are now put up in 50 packets of 20 needles. Formerly there were 25 needles in a packet, but some of the increase in cost of manufacture has been made up through the reduction of the number of needles. Knitting needles that formerly sold for $4.80 per gross in sets of four, are now quoted at $5.40, as a result of the recent advance. Darning needles that formerly sold for $3.75 per gross in packets of ten needles are now quoted at $4.

Sewing needles, per M	$1.50
Darning needles, per gross packets, 10 needles in packet	4.00
Knitting needles, No. 13 gauge, per gross sets, four needles in set	5.40

ENGLISH MAKERS OF RUGS HAVE ADVANCED PRICE 10%

Requisition of Jute Supplies in United Kingdom Will Affect Price of Manufacture—Linoleum Expected To Go Higher

RUGS, LINOLEUM, OILCLOTH.—Wholesale dealers in rugs and linoleum have been advised of an advance of 10 per cent. in the price of English Brussels, Wiltons, Tapestry and Axminster rugs, effective February 10. Canadian manufacturers have also advanced their prices. Wholesalers have not yet marked their stocks higher but state as soon as the higher-priced goods are reached the local prices will necessarily have to go higher. The recent order of the Army Council requisitioning all supplies of jute within the United Kingdom is having its effect on the price of carpets and rugs. This material is used to large extent in the back of rugs and carpets. Since the outbreak of war there have been advances in rugs and carpets totalling in the neighborhood of 80 per cent. But in the face of these advances wholesalers report trade is still good and that the higher prices do not seem to be affecting the sale of these materials.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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MERCHANT, WHAT IS YOUR CHIEF PROBLEM?

WHILE this issue was being prepared for the press, a department store chief in Western Canada wrote DRY GOODS REVIEW asking for information on the "bonus" system, as he proposed introducing it into his business.

On his behalf an inquiry has been begun among merchants, and the greatest divergence in systems has been noted. There is a fairly common principle based on an increased turnover; another connecting up not only the turnover, but the net profits and the stock on hand, in relation to the year's business and last year's total. A third makes a large portion of the income of department managers depend on a percentage (10%) of the net profits. We should like to hear particulars of bonus systems, for this method of stimulating effort on the part of buyers and even the rank and file of clerks is a growing one.

Another proprietor is anxious to know how he can unload some of the petty details that become so wearisome and irksome and consume time and energy that he feels should be devoted to the larger planning of his business. This subject, too,—one that meets most merchants at some time or other in a business that "grows up,"—will be discussed in the near future. Write us about it.

Then there is Price Maintenance. Do you believe it would help you or not? We must, or should take some stand for or against, when the promised legislation, to make it illegal, is brought forward at Ottawa. In this number are published a few views, mostly condemning the placing of such a power, by process of law, in the hands of a manufacturer. On the other hand, the R.M.A. officially, through its secretary, has declared in favor of the principle. Perhaps with the multiplicity of branded package goods, it would work out advantageously for the grocer, but with so much that is unbranded, and in the piece in a dry goods store, and the necessity for each merchant finding "something different" to sell, it would be better for the dry goods merchant to leave matters as they are.

These are a few topics that will run through DRY GOODS REVIEW in the next few issues, and we would appreciate hearing from any merchants their own views, or stating some difficulty met with in their own business on which they would like to secure the opinions of other merchants.

While one of the chief objects of DRY GOODS REVIEW is to transmit advance news of manufactured goods, and related subjects, another equally important is to act as the intermediary for an exchange of views of merchants, on the interests that concern in a vital manner their every-day affairs.

We would esteem it a favor to be used in this way on all possible occasions.

MAIL ORDER ADVERTISING EXCLUDED

ONE of the strongest body blows that the Mail Order principle has received, has just been delivered by the Butterick Publishing Company. They announce that they have closed the columns of *The Delineator* to mail order advertising. "This policy will be rigidly enforced in the future."

This action followed closely upon a protest lodged by the Pattern Commitee of the National Retail Dry Goods Association of the United States against the acceptance of mail order advertising by the fashion papers issued by the pattern companies on the ground that much of this was untruthful or at least exaggerated and held up the retail trade in a manner that was utterly unfair. The reply of the Butterick Company was not unfavorable, although it was stated that the loss would amount to over $250,000 a year, now received from the advertising.

Other magazines of national circulation may be persuaded to follow suit and some of the effectiveness of M.O.H. advertising be wiped out.

One of the most patent of the evils in Canada is the method by which the benefits of the cheap 20-mill zone rate is retained by the big Mail Order Houses by sending carloads of their catalogues by freight or express and dumping them into the local offices for local distribution. This legal evasion of the Parcels Post Act ought to be rendered illegal, for it is clearly against the spirit of that legislation.

READY-TO-WEAR

EASTER CLOTH SUITS

Large Draped Collars and Box Pleats Appearing—
Dark Coat With Plaid Skirt for Sports—
Taffeta Suits Selling Fast.

WHILE the main features of Spring and Summer suits remain the same as described in the last two issues of DRY GOODS REVIEW, the variation in the application of these features is by no means exhausted. Especially in cloth suits—serge, velour, gabardine, Poiret twill, etc.—the box-pleats, back and front, falling from a yoke and caught in loosely with a narrow leather belt or girdle, have become very popular. This is not a new style this year, but with the addition of a large shawl or draped collar, lapels and perhaps pockets at the sides and deep cuffs, the mode is quite up-to-the-minute for Easter. The skirt may be plain or box-pleated to match.



Fancy stitching and buttons are mentioned by several firms as practically the only trimming features for both cloth and silk suits.

While the large flat collar is very much favored on suit coats as well as separate coats, those with one or two molds draped in have come a little more into prominence during the month. Many of the real outing suit coats adhere to the small tailored collar. This type of coat in a plain dark color—principally navy blue—worn with a very loud plaid skirt, makes one of the smartest Spring suits shown. In both the plaid and stripe skirts a favorite idea is to have a band of the same material six or eight inches deep set in well above the hem. In the case of the stripes they run at right angles to those of the main part of the skirt; with plaids, the band is on the bias.

Fine Silk and Wool for Sports

Many beautiful soft silk and fine wool materials are made up into the more fancy sport suits. Soft silk poplins, both plain and patterned, in delicate, brilliant and deep shades, are in very great demand. One noticed was of Spring green moire poplin; another was of a large-cord opaline silk poplin, very soft, of a trench shade in which was a vague suggestion of old rose shining through it which gave a very attractive and new appearance. Rather full sleeves with downward flaring cuffs, large flat collar topped with white silk, loose straight lines, pockets and narrow belt made this model very smart. The figured silk poplins for skirts with plain jackets to match and fancy collar and cuffs are highly favored. Tussahs, too, in combinations of plain and figured materials make up into smart Summer styles. In this and some other of the Summer silks bright coin spots are shown frequently. Some smart styles in these are made to retail at $10.00.

One smart navy blue gabardine has stitching, embroidery and buttons of white; another of similar material has smart touches of red. These contrasting effects give an effect of newness to the more conservative types of garments which assists greatly in their sale.

Skirts for street and sports suits remain at a smart shoe-top length and fairly narrow, some shrinking to one and a half yards. Evening gowns and the dressy silk suits have skirts which reach the ankles, and are still quite wide unless they happen to be of the peg-top variety.

Cannot Get Taffetas Quickly Enough

Taffeta suits are reported pretty generally as selling exceedingly well. One retail firm says that it cannot get them in fast enough to supply the demand. Separate skirts of taffeta are in the same category.

With unwashable silks like Khaki-Kool, also combinations of silks and satins of bright hues, and the fondness for white in all lines from delicate beaded blouses to serge suits and gowns, it appears that the dry-cleaners will not have any time to go a-holidaying this year, once the Easter season really sets in.

COLORS IN BLOUSES

With Sports Skirts the Brighter Colors Are Seen, But Pastel Shades With Tailored Suits—Collars the Feature

BLOUSES continue being poured out by the factories and worn out by the women. Each month shows some new touches and developments. This time changes in the neck and sleeve, though not exactly new within the month, still are more noticeable. Blouses with collars rolling high behind and finishing a square neck in front are one of the best fashions. Newest collars must be deep somewhere, either back or front.

One firm making high-class blouses of Georgette and crepe de chine attaches to them beautifully designed deep collars with beading, embroidery, hemstitching, lace or pleating for trimming. If the collar is deep in front the back part rolls high up on the neck. Again some blouses have collars round back and front and broad on the shoulders, but this fashion is not so generally becoming as the deep pointed or sailor cuts. Where the collar is embroidered a touch of the same design on the back of the blouse below the collar is new and very pretty.

Latticed borders on collar and cuffs and sometimes down the front is a new idea which works out attractively in Georgette and crepe de chine.

Openings in Sleeves Over Fore-Arm

Newest sleeves have openings over the fore-arm. The opening may be made by fastening a fairly wide sleeve to a deep cuff, leaving the end open instead of gathering it



Fashion's Dictates

are seen in this topcoat of putty-colored tricoline with its double compartment barrel pockets, loose, narrow girdle, deep reversible collar of fancy silk with turned up sides and wide silk-trimmed cuffs. It will be noted, too, that the fastening is not with buttons but with snaps. Made by M. Pullan & Sons.

into the cuff. One pretty effect was brought out by finishing the sleeve in deep points with picoted edges and catching only the tips into the cuff.

Touches of Color

Lingerie blouses are mostly of fine white voile. Many have little touches of bright color. A designer just returned from New York states that these little touches of color and fine tucking adapted in any artistic manner, frills, large collars, long sleeves and five-inch cuffs are the outstanding features of Summer blouses. Frequently dainty insets of Swiss embroidery are seen and in the collars and cuffs, filet, val. or Irish crochet lace.

Bright, solid colors, Paisley and fancy bright check and stripe patterns are shown in Georgette and crepe de chine models. These appear oftener in the shops, however, with the separate sports skirts or sports suits than with the more fancy or tailored suits. For other than sports wear the pastel shades, noticeably ivory, flesh and maize, lead.

The Outlook

OPINIONS savor a little more of certainty this month with regard to three important points. First, in all the large centres, coats seem to have gained the lead over suits, and second, satins do not come up to taffetas for coats, suits or dresses. Both suits and satins, however, occupy very important places in Spring sales. The third point is that the barrel effect is surely coming and is expected to be **the** popular silhouette by next Fall.

FALL HINTS IN COATS

Colors Will be Less Somber Than Last Year—Large Plaids to be Popular—Plushes Strong in New York Again.

COATS continue to sell at a neck-and-neck pace with suits. In fact from some points of view they seem to be in the lead. And without qualms as to their continued popularity, manufacturers are beginning to develop samples for next Fall. There is the argument that women are tired of the long, heavy, separate coat, but that argument did not seem to affect the demand for coats for Spring and Summer selling. Their peculiar adaptation to the needs of Winter, especially here in Canada, seems to be a stronger argument in their favor for another Winter.

Just now, outside of navy blue and putty color, bright shades are the only thing. Mustard, apple green and cherry are imperative for every display of Summer garments—and mustard includes everything from sand to brass and gold, just as cherry covers coral, deep old rose, raspberry, cerise and magenta. Huge pockets, gathers, pleats, large collars and fancy linings are all good features.

Providing the Barrel Contour

One of the newest models was of putty Poiret twill and had large pockets which appeared to be in two compartments, bulging at the top, and held to the coat each by a large smoked-pearl button. This pocket provided the barrel contour, which is really making some slight inroads into fashion; a girdle, fancy silk top-collar and slightly full sleeve were also features. Several of the coats this season having large buttons on the pockets and small buttons for trimming, dispense with buttons for fastenings altogether; dome fasteners are used instead.

Brighter Shades for Fall

White coats in chinchilla cloth, serge and gabardine are selling well just now. Buckles and slides of metal or pearl or cloth-covered and in medium and large sizes are shown on many new models of both coats and suits.

Samples for next Fall are mostly of the staple type so far, but as compared with last year, it is expected that colors generally will not be so dark. Slightly brighter shades, but darker than those for the Summer, of course, solid colors and large plaids are said to be good. Large pockets are to continue and the waist will be slightly fitted.

The extreme flare of early 1916 models will be modified, though nothing approaching skimpiness will be allowed. There will be plenty of fullness below the waistline. One designer thinks the empire waistline will be very good again. Plushes, he says, too, will be big in New York again, and particularly in the colored cotton velours—that is, pile fabric velours, not the velours shown so much in coats just now, which should really be given the full name of velours de laine. Burgundy, green, brown and navy will again be the best colors, but as has been said, in tones a little lighter than before.

SPORTS CORSETS

Laced in Back With Buttons Down Each Side of Front—Corsets for Different Occasions

THE newest garments to be accorded a special Spring opening are corsets. During this exhibition which was given by a New York firm a program was given which included discourses on merchandising and advertising problems relative to the corset department. Points under discussion were illustrated and also the types of corset for various figures and occasions.

Lace-in-back and lace-in-front models were contrasted, the latter being emphasized as the more natural because of support and even temperature for the back, and aid in standing correctly.

It was pointed out too that corsets ought to be changed for different occasions just as footwear, gowns and hats are, and their shape would be retained better thereby.

A dainty corset for a bride was made of two-inch white satin ribbon, very low in the bust and with lacings of narrow satin ribbon.

Advanced sports models are of white silk tricot, a soft material, laced in the back and having buttons and buttonholes down each side of the front so that either side may be fastened.

Corsetieres are of the opinion that no matter what type of gown becomes the fashion, corsets will not revert to the old hour-glass waist line. Women have gained too much comfort in the modern fashions of low bust corsets with brassieres ever to take to the crowding of the body into a tight waist which is totally unfit for the outdoor life now so generally enjoyed.

PLAID SKIRTS

Most Prominent in Latest Models—Fancy Silks of all Descriptions—Others of Plain Taffeta

THERE are three types of separate skirts being featured at present, apart from wash skirts. Most in evidence are those of plaid woolen materials. Such variety of coloring and design in these are shown that the checks may be anywhere from one-eighth of an inch to eight inches square and of any combination of colors from a modest black and white to a mixture of purple, gold, green and white. One favorite type is a six-inch navy plaid on a white ground, the skirt to be worn with a navy blue sports coat. Pleats, belts and large packets remain features of these skirts.

Then another type of skirt is that of fancy silk, and the variety here again in legion. Khaki-Kool and silk poplins figure strongly here in large spot or stripe patterns. The backgrounds are usually of natural, oyster-white or very bright colors. Some have wide, deeply colored stripes separated by black stripes. Paisley patterns are utilized in these fancy stripes and spots with striking effect.

The third class of skirt is made up of navy or black taffeta, serges, or black satin. These are full, gathered and girdled, usually and lend themselves well to experiments with the barrel outline. Pockets too, accompany most of this type, and buttons, narrow pleatings and braiding provide distinction and style.

Besides all these are the crash and corduroy skirts and those of tussahs and Canton silks, but these have similar characteristics to these mentioned.

In New York Shops

For Summer wear the three-piece silk suit is expected to be very popular. Plain and printed materials are combined in these. The early sports suit with large, deep-colored plaid design on white ground for the pleated skirt and a solid dark shade to match in tailored style for the coat is very smart. Another more elaborate style has a striped silk skirt and white broadcloth coat.

An advance model for a Summer gown is very dainty, of white organdie trimmed with gold galoon lace; it has low fichu collar and long sleeves.

"La Jerz" has become a leading silk. It is slightly heavier than jersey and is woven.

A new touch was noted in the sleeve of a slip-over wool jersey suit. The sleeve was bell-shape, with a deep cuff and laced through rings with a long cord and tassels which hang down from them. Lacing at the neck matched.

* * *

Patent leather belts are worn with sweaters of all kinds. Lightweight Shetland wool sweaters are favored.

French blouses at Bonwit Teller's are hand-made and have amazing numbers of tiny ruffles, not too full, some have many fine tucks interspersed with ruffles. The square collar and deep turnback cuffs are also ruffled. A touch of color on one was provided by a dull blue bow of grosgrain ribbon, with gold on the underside.

Contrasting colors are the newest touch with the lingerie flat-collar blouses.



Straight loose lines in fur coats will prevail rather than the exaggerated flare of Fall, 1916. A popular combination for misses is this natural muskrat with Hudson seal wide collar, cuffs, back belt and buttons. Muff, too, is of Hudson seal lined with cerise silk faille and made in the new bag style with silk cord and Hudson seal tassels. Models from Sandham and Thurston.



Letter from our Paris Correspondent



28 Avenue Marceau
Paris France

THERE seems to be a new fashion in process, the result of which should be the "Robe Tonneau" which would be made with flounces at the waist, and the fullness of the skirt would be gathered at the bottom by a band or large hem of the same material as the whole dress, or, if two different kinds are used, of one of them, which would look very nice.

However, we don't think it can be adopted before it is improved, for the present barrel-looking skirts are far too eccentric.

If this new shape prevails, we must expect flat, close-fitting bodices.

Tendency to Checked Silks

A change in materials, or at least in the shades, may be noticed; there is a decided tendency towards checked silks of various shades; black and white striped with green, for instance, also checks of all sorts of colors, mingled so artistically that, although they are all very bright, they do not look gaudy.

With these materials, the dressmakers make skirts or Robe Chemise which, worn with a silk jersey jacket, very loose, will look very nice indeed. The jacket should be made in the shade of one of the most striking colors of the checks.

Still, these green, yellow, red, materials are more for neutral countries. Paris is still very quiet, and dresses in grey or "beige" which is none the less pretty, especially when there are brown checks in the beige.

The Robe Chemise is very fashionable yet, and I would like to urge on you the following warning: Be very careful in choosing the material which you want your Robe Chemise made of; if you are tall and very slim, you may use woolen stuffs, such as fine serge or gabardine "Burbura," "Buronette," "Buravella," or cloth, which, by the way, is gaining favor anew.

But if you are not really slim, though not stout, you should take silk, charmeuse, crepe de chine, soft satin, which are more supple and graceful, and will not thicken your figure, as the former materials would. Both are very much worn. Therefore you will be fashionable with either.

Tailor-Made Dresses Supplant Suits

THERE are not many tailor-made suits this Spring; tailor-made dresses seem to have supplanted them. With these, for the beginning of the season, coats will be much worn, but they will be different from what they were last Winter; they will be much shorter, all of them absolutely loose, as they are much more comfortable to put on over the silk dresses we shall wear. No armholes, or very wide ones. In some cases, a little embroidery will show their place. Something like the kimono or pagoda sleeve is expected.

Pockets will be maintained, but useful and large ones now; the fancy pockets have disappeared.

Capes Still in Favor

Capes are still in favor, either long, sometimes not below the waist line, some "collets d'abbé," also some jackets without sleeves and opening on a waistcoat of all colored silk; in a word, all sorts of fancies can be seen.

Braiding and passementerie motifs are the principal ornaments used on coats and tailor-made dresses and suits.

If the present shapes are adopted, we may anticipate low neck, with large supple collars.

Sleeves are all long up to the present; all the blouses I have seen at the lingerie sales have long sleeves.

The materials used in these waists are mostly net, either braided or hand embroidered, also cotton voile and lawn. All the possible varieties of tucks and embroidery or open work (not much lace) can be seen, and I must say that, although I very often look at such kind of work, and am therefore used to it, I can't help admiring the marvels which are put before our eyes, and I always find something new.

Clever Models in Lingerie

BUT it is especially in the lingerie department that all the cleverness of the French artist whom we call "Midinette" is shown this year. Never was more grace displayed in the beautiful, but very simple, sets just put up for sale, in the best Paris houses.

Silk is very much in favor at present for lingerie; toile de soie and particularly crepe de Chine, the manufacturing of which has been very much improved lately, so that it washes very well in hot water.

I have seen a very fine set in cream crepe de Chine with no trimming except a broad hem stitched at the top of the chemise which was Empire shape, and a few rows of "jour échelle" hand-made, in front and parallel to the hem. Some ribbon shoulder straps, and a ribbon inside the hem, coming out through two eyelets to make a rosette in the middle of the front. The knickers matched the chemise and were very short and wide.

In fact the shapes of lingerie sets have not altered lately, Empire chemise and very wide knickers remain.

The trimmings are mostly hand embroidery or open work, not much lace except real lace insertions, and small edgings of Valenciennes, Cluny or Binche.

Combinations are more elaborate: tucks, lace and flounced ribbon are very often seen. Lilac seems to be much in favor for adorning lingeire.

Elaborate Night Dresses

Night gowns are also more trimmed than chemises. If they are made of lawn, lace bands mingled with tucks, will give a nice effect of Empire dress. Short sleeves or none at all. Some night robes have the waist line marked by a ribbon run beading, either just below the breast, or round the hips.

When the night dress is made of crepe de Chine, it requires less trimming, that material being an ornament in itself.

I must also mention the lovely boudoir caps, that are so fashionable nowadays, and of which there is a great

variety, indeed. They are mostly made of lace, or net with lace insertions. As a rule, they match the night gown and are trimmed with the same ribbon as is on the gown. They look extremely dainty.

Sometimes, they match the morning gown, or negligee which is also made of crepe de Chine, as well as the peignoirs, which, when trimmed with swansdown, are very becoming.

Crepe de Chine petticoats with accordion pleated ruffles, and filet lace at the edge, or trimmed with satin ribbon and flounced net, make very pretty underskirts.

Of course, all of these are very light colored: cream, shell pink, ciel blue, lavender, lilac, etc.

Children's Frocks of Net or Lawn

TO finish: just a word about children's frocks. These are all made of net, or lawn. When net is used, plenty of braided motifs must be employed for trimming, especially at the bottom, to make the dress stand upright.

When in lawn, the usual variety of lace and tucks at the top, with a round yoke, and short sleeves, look very neat. The bottom is hemstitched, or hand embroidered and scalloped, which is much nicer still.

DRESSES

Barrel Silhouette Effects Coming in, But Not at Hem —Georgette Sleeves With Silk—Mustard Colors Popular

MANUFACTURERS of women's and misses' dresses in Toronto are highly delighted with the splendid season they are having. Both serge and silk continue very active. While the real barrel silhouette remains practically untouched in this country, effects tending that way meet with favor. In silk gowns these effects are brought out by gathers at the sides and by large bulging pockets at the hips. Sometimes several rows of stitching just above the knees give a slight firmness to supple materials and so emphasize the ample room at the knees. So far Canadians have not fancied the binding narrowness at the hem which would be necessary for a real barrel effect. A few New York extremists are said to be wearing it now, so that there is a possibility of that type becoming the fashion by perhaps next Fall or later.

There is a revival recently of the fancy for Georgette sleeves to match the silk gown.

Messalines, Tussahs and Shantungs

For popular priced gowns messaline, tussahs and shantungs are the silks used oftenest and these in solid colors with perhaps a different tone or contrasting shade for collar and cuffs. One model of tete de negre messaline had those accessories of beige; Georgette sleeves and barrel pockets embroidered in gold and rose made a stylish finish.

Gowns of taffeta, crepe de chine, crepe meteor, foulards and satins in plain and fancy patterns, continue in great demand. White stripes, checks and spots are all offered, there seems to be some tendency in these gowns towards a preference for fancy spot patterns.

Girdles remain loose, whether wide or narrow.

Imported models for afternoon wear are extremely simple in style with just a touch of embroidery, lace, sequin, lace, beads, or jet which designate them French.

Mustard and Brass Shades

Mustard and brass shades are being featured more and more in both gowns and suits and there are indications that these will have decidedly the leading place this Summer. Other bright colors—cerise, cherry, shadow, lawn green, old China blue—are prominent and touches of them are frequent with white or with the brass shades, but none appears to quite the same extent as the mustard order. Paisley in trimmings and bodices too is gaining in prominence. One Russian blouse dress had the bodice of Paisley with a mustard-colored background exactly matching the solid color of the skirt, girdle, cuffs and band trimmings.

A novelty at Eaton's is a one-piece dress made of a silk of shantung weave but is in a shot effect of gold and navy blue. The neck is embroidered in yoke effect with navy blue and the hem and cuffs are turned up on the right side with the blue threads drawn for half an inch from the edge leaving old fringe. Holt, Renfrew's are showing a frock of white crepe de chine trimmed with wide knitted bands of old gold wool.



Misses' Summer Suit

Smart indeed is this natural shade Canton silk suit of plain material combined with other in Paddy green coin spot design. The cuff, girdle and pocket lining is of Paddy green satin. Made by the Jas. Richardson Limited.

Store Devoted Chiefly to Children's Wear



This is a view of Miss Binnie's store and shows a skilful use of small space for display purposes.

BUILDING UP BUSINESS IN CHILDREN'S WEAR

Careful Buying of "Different" Goods for the Quality, Clearance of Slow Lines, and Special Boxing of Stock and Parcels all Contributory Points in Success of Miss Binnie—Goods for the Mothers, Too.

THE theory held by many that goods must be made "to sell at a price"; that goods to sell quickly must be cheap, regardless of quality, finds its refutation from many quarters. The store of Miss A. Binnie of 12 Bloor street west, Toronto, is a case in point. It deals chiefly in children's wear, but carries some lines for the mothers also, such as blouses, wool jackets, handkerchiefs, staple ribbons, muslins, etc. It is situated in an up-town district where a large percentage of the people are well-to-do.

"But even the poorer of my customers, I do all in my power to educate to look for quality rather than the elaborate or the cheap, and I find it pays me, and my customers are better satisfied," said Miss Binnie to DRY GOODS REVIEW.

Above all things, I find that goods must be good, not elaborate and expensive but of good, plain reliable quality."

The Type of Question Asked

It was a very busy afternoon when THE REVIEW called and so there was ample opportunity for observing the attitude of customers. The results showed the success of the store's policy, for, of perhaps two dozen customers in a certain period, not one expressed any doubt as to the quality of the goods as represented by the saleswomen, apart from the reliability of dyes. Such questions as "Now which color will suit me best?" "Have you the washable kind?" referring to white kid gloves. "Have you mitts to match this cap?" "Will you measure my hand to make sure that this glove is the correct size?" These were the questions put.

One customer asked whether the dye would last in a child's rose colored sweater and bought the sweater.

A maid with two small children in her charge asked if she might exchange suits of underwear for them if the size was not correct. She was assured that she might and took away the garments. She had asked for a particular brand "the same as they had last year" and got it. In no case did the customer question the quality—or the price either for that matter. She took it as a matter of course that the goods were as represented and reliable. It sounds almost like a fairy tale, does it not. Perhaps the fine weather was partly responsible for the prevailing good humor of the customers, but nevertheless that was their attitude.

Buying Goods That are "Different"

"I find that the first great essential in successful storekeeping is in buying goods that are different." Miss Binnie often goes far afield for her stock. One's whole business structure surely will fall flat if buying is careless even in the smallest detail, and if one buys well that often covers a multitude of sins. "Goods must be different and always good." This is the summary of the remarks made upon buying.

Get Rid of Slow Selling Lines Quickly

"Another very important point is to keep your stock clean, that is, clean of old lines. The method of this store is to display goods well. Windows should be changed frequently—every two or three days. No space inside should go to waste where stock may be displayed advantageously. Glass cases, racks, and figures are all utilized. Goods that are on view otherwise than under glass are changed every day. Only on very rare occasions is the store open after six o'clock and every night goods are folded carefully away in boxes and different things taken out the next day. This keeps the stock in good shape and clean.

Turn Over Poor Line Without Profit

When a new line of goods or a new design in any garment is purchased it is opened up as soon as it arrives. The attention of customers is tactfully drawn to it, especially of those who would be most likely to use the goods, for this friendly storekeeper knows her clientele. If a new line does not move quickly at once, it is immediately marked down, sometimes at cost. "I would rather turn over a poor line without any profit whatever, and get it out of the way than to have it sitting around waiting to be brought out later and given another trial. I am believer in special sales but I seldom have time to arrange them, I do not believe in keeping old stock around at all."

Care and Wrapping of Goods

A third point that has brought good results is the keeping of stock in well-made, cloth-covered boxes. The owner had a set of boxes made especially for this purpose and to match the mural decorations of the store which were of a pale grey shade. These boxes keep the stock in good condition and have not that "cheap" appearance which accompanies boxes split at the corners, out of shape and so flimsy that the dainty white garments are liable to drop out when the boxes are removed from the shelves. At times when boxes are less difficult to obtain at a reasonable price than at the present this store uses a stiff cardboard box of various sizes with wrapping paper to match the store trimmings also, in which to send out parcels.

"I like to send out my parcels neatly wrapped and tied at all times of the year, and I find that my customers appreciate it, but just now we cannot get the boxes," said the Lady of the Store. For the last Christmas season she used some fancy boxes in special cases. "I always use red cord at Christmas, too. Customers notice these little touches."

Does Not Cater to Novelty Trade

In the trend of commerce towards the dollar goal, this busy little store does not forget its "morals." Its owner designedly made no attempt in these war years to cater to useless fripperies and fancy novelties for the holiday season. "It doesn't hurt business," she said, "for women buy useful things instead. They buy sensible wearable things like blouses, kimonas, dainty knitted jackets, neckwear, woolen sets for the kiddies, bonnets, caps, and such things. People want comforts more this year than ever, for they do not waste so much in the face of all the suffering in Europe, and all the soldiers' requisites. They give more to the Patriotic Fund and to people and soldiers whom they do not know."

CHILDREN'S WEAR

Piques, Ginghams and Striped Cottons Continue for Plain Dresses—Voiles, Organdies and Swiss Productions with Fine Trimmings for "best". Fall Coats Being Made.

THERE is big variety in the range of frocks for tiny tots. Two things are necessary in all these styles. One is that colored "every-day" staple dresses must be plain and neat—quite void of furbelows—and the other is that in the "best" dresses daintiness is in every detail.

Piques and ginghams are selling in their usual volume; scalloped edges are good on the former and pleated skirts for the latter. Striped cotton is made up in many styles also. One that sells well has pleated or gathered skirt, jumper straps wide at the shoulders and the blouse of printed voile.

Voile, organdie and Swiss muslins and embroideries are used for the delicate white things. Fine laces, touches of embroidery in lacey designs, rosettes or streamers of pastel ribbons, these all add to the filmy, fleecy daintiness of the little dresses of two to six, eight or even ten-year sizes.

Some new juniors' coats have been made up for next Fall. Cotton velours and velvets are expected to be popular, with warm, comfy collars to keep Jack Frost away again. One neat little model has wide chin-chin collar and cuffs of rabbit-skin, combined with Japan blue velour. It is full in the skirt, suggesting the high waist again or none at all.



New Coat for Small Girl

Military effects are not denied the little girl. The chic little collar, high-cut sleevs, buttons and military braid make this velour model attractive. She may wear a long tassel on her hat, too.

Popular retail prices for Spring suits this year are from $25 to $30, about $10 higher all round than a couple of seasons ago. "People of every class are looking for expensive things," said a wholesaler. A peculiar accompaniment of this fact is that mending wool is selling better than ever.

Among the sheer, soft folds of Georgette blouses narrow lines of fur emphasize the daintiness. Fur is fastened down the sleeve-seam in some instances, or around the flat collar, any place in fact where it will not suggest weight.



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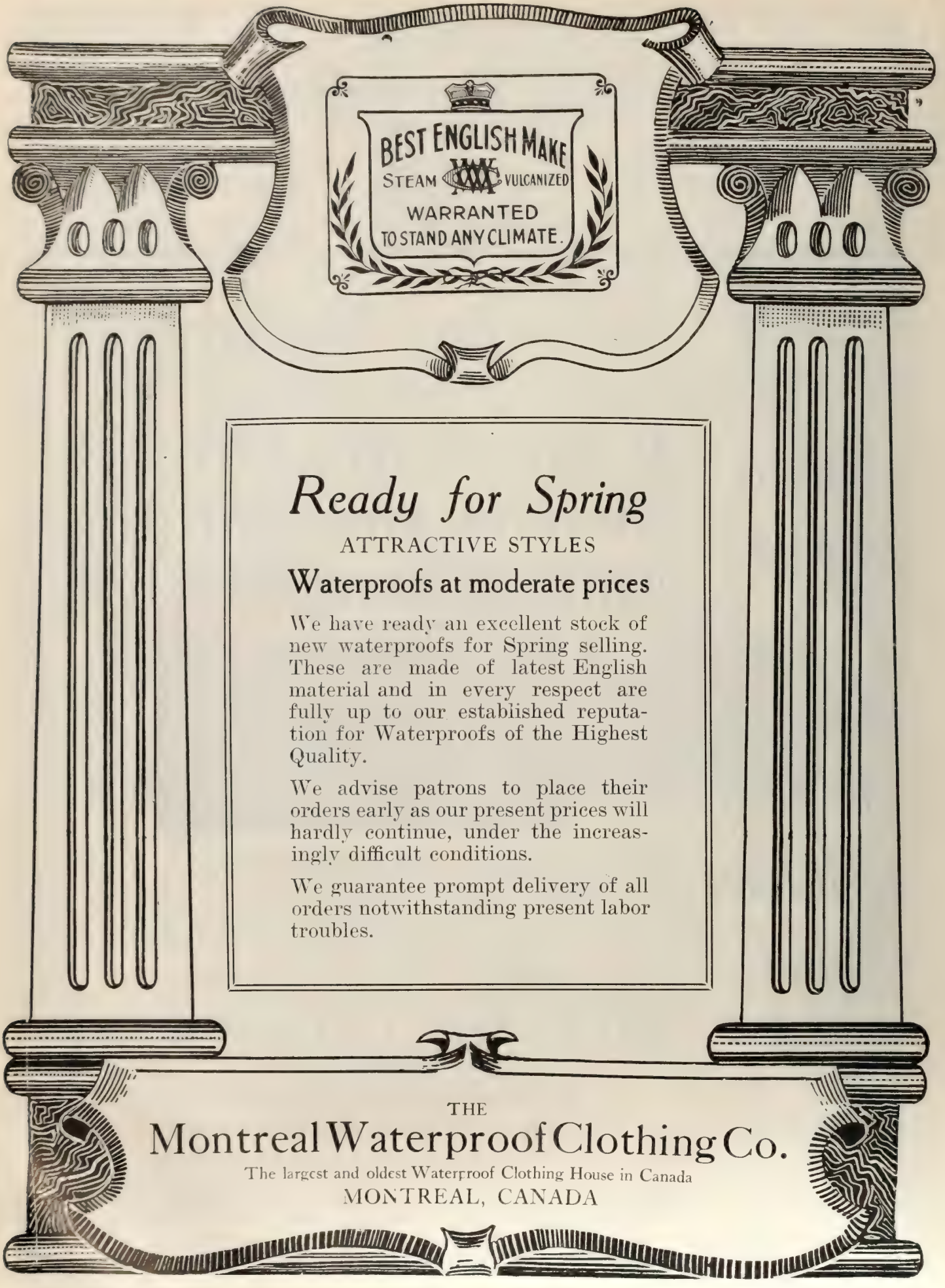
EXCLUSIVE LADIES' WEAR LIMITED

HEAD OFFICE AND FACTORY

207 St. Catherine Street West
MONTREAL

"In the Heart of the Business Section"

Toronto Showroom: 33 Richmond St. W. Branch Factories: 520 St. Lawrence Blvd., Montreal, and Chambly Canton, Quebec



Ready for Spring

ATTRACTIVE STYLES

Waterproofs at moderate prices

We have ready an excellent stock of new waterproofs for Spring selling. These are made of latest English material and in every respect are fully up to our established reputation for Waterproofs of the Highest Quality.

We advise patrons to place their orders early as our present prices will hardly continue, under the increasingly difficult conditions.

We guarantee prompt delivery of all orders notwithstanding present labor troubles.

THE

Montreal Waterproof Clothing Co.

The largest and oldest Waterproof Clothing House in Canada

MONTREAL, CANADA



Ideal—
Tall, Slender

In GOSSARD CORSETS

the front-lacing principle was originated and perfected. In Gossard Corsets the development of a complete line of corsets to fit every type of figure was conceived and presented to the women of the world in the classification of all women into the Nine Ideal Figure Types as shown on this page.

The front-lacing principle, as exemplified in Gossard Corsets is now the standard principle of modern corset manufacture. Women demand it, physicians approve it, and the leading couturiers the world over insist upon it as a foundation over which to create their models.

The Gossard Nine Ideal Figure Types are recognized as another fundamental in corset manufacture and sales. In no other corset is this idea so perfected that alterations in your corset department are practically eliminated. This of itself makes Gossard Corsets profit makers, and when you add to this quick turnovers, beautiful materials of unusual wearing qualities, a style value that cannot be denied or duplicated, and a host of ***permanent, satisfied*** cutsomers, you have a few good reasons why these original front-lacing corsets should be on your shelves.

Gossard Corsets are now manufactured in Canada for Canadian women at

The Canadian H. W. Gossard Co., Ltd.

284-286 King Street West

Toronto, Canada



Ideal—Large
Above Waist



Ideal—
Short, Slender



Ideal—Large
Below Waist



Ideal—
Tall, Heavy



Ideal—
Curved Back



Ideal—
Short, Heavy



Ideal—
Average Figure



Ideal—
Short Waist



THE Mack BRAND

Ladies' Waists

Easter Creations

For the Easter and Spring Season we are showing a range of Ladies' Waists that will be unrivalled for sheer daintiness and distinctive designs

The designs are in styles that will have the popular favor and our prices will find ready purses.

This line has the Quality and Finish that have built Mack Brand reputation.

Place your orders promptly for prompt delivery.

Our representatives will be pleased to call upon you.

McCutcheon Waist Co., Limited

329 St. James Street, Montreal

PHONE: MAIN 1540



Bigger *and* Better

OUR growing business has necessitated our moving to new and much larger and more modern premises where we will be in a better position to take care of our customers.

We specialize in:

House Dresses, Waists, Middy Wash Skirts, Etc.

and follow the demands of the market for *New Designs and Materials* which has popularized our line wherever shown. See latest samples of quick sellers.

The Ideal House Dress Company
1488c St. Lawrence Blvd.
Montreal

See our full line of samples at showroom,
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Dollars for Debts

TURN YOUR SLOW AND BAD ACCOUNTS into money. Every business and professional man abandons as hopeless, many outstanding dollars that should show in his cash drawer, or Bank Account. Every bookkeeper, credit man, collection manager or other employees who handle accounts, let GOOD dollars get away that should appear in larger profits for his employer, and increased salary for himself.

Every professional collector, every Commercial Lawyer puts into his "Drop or Dead File" the equivalent of hard dollars that ought to figure in his monthly income. THE COMMERCIAL UNDERWRITERS has a system that will bring your dollars home.

We are NOT a collecting agency. Our method of adjusting bad accounts is DIRECT FROM DEBTOR TO CREDITOR. We handle no moneys.

If you have any bad accounts, you need us. Adjustment made in the United States and Canada. Write us for full particulars.

Commercial Underwriters
36 James St. South
HAMILTON, ONT.

Made in Canada



The Height of Popularity

P. C. Corsets have reached the height of popularity through sheer merit in those qualities of Fit, Comfort and Wear that women expect. In addition, **P. C. Corsets** have a gracefulness, a stylishness and flexibility that win the sale.

Scientifically boned and reinforced in strong canvas interlinings, preventing break or rust.

Write for Samples of P. C. Corsets — the Line That Sells and Pays.

P.C. Corsets
266
RUST PROOF

Parisian Corset Mfg. Co., Ltd.
Quebec, Que., Canada

Barnches: Toronto, 84 Bay St.
Montreal, 329 Craig St. W.

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.
143-153 University Ave.
TORONTO, ONT.

VOGUE DRESSES

A new line. Just the thing for Spring and Summer trade. Made in

POPULAR PRICED SILKS AND COTTON MATERIALS

VOGUE WAISTS

Such values as we offer will be hard to beat in Canada. We have a popular priced line at $9.00 to $16.00 per dozen.

A splendid selling line of Silk Waists, Crepe de Chine, $33.00 to $36.00 per dozen.

In design, workmanship and the high-grade materials you will find all these lines at the front.

Vogue Waist Co., SOMMER BLDG., **Montreal, Canada**

Dresses and Waists

For Spring and Summer

All the favored fabrics by the leading fashion centres are used in the making of our range of *Smart Dresses and Beautiful Waists.*

Our line represents the very latest styles and the newest ideas for popular selling.

PROMPT DELIVERIES GUARANTEED

Our Junior and Intermediate Department recently added is fully up to the trade's expectations.

You are always welcome to visit our Show Rooms when in the city.

The Royal Silk Dress & Waist Co.

Manufacturers of High-Class Silk Wear

1278 ST. LAWRENCE BOULEVARD ∴ MONTREAL

Popular Prices



Unusual Values

A Leader for Easter

Can you beat it?

Our popular-priced waists have the style, quality and workmanship that mean quick selling.

$9.00

These popular wash waists, at $9.00 a dozen, are made of Voiles, Organdies and other fancy materials, with neat trimmings of laces and embroidery.

Snap up a few of these waists for brisk selling. Send for Sample dozen.

Manhattan Waist Company

520 ST. LAWRENCE BLVD., MONTREAL, QUEBEC

The Popular Brand For Men

St. George Underwear



St. George Unshrinkable Underwear For Men



Special Features in Scotch Knit Heavy Wool Rib and Fine Elastic Combination Suits.

St. George Combinations have qualities that sell the goods. The *Reinforced* Shoulders give added strength to a part that gets the brunt of the wear. The Latest Closed Crotch adds to Fit and Comfort.

Combine this combination suit with our old reliable popular selling two-piece suit and you have the basis for a thriving underwear department.

The Schofield Woolen Co.

LIMITED

Oshawa, Ontario



The "Military Maid" Trio

Another Reldaw Triumph

A Suit A Coat A Dress

each with just that touch of militaristic design that American women will want to wear.

"Distinctively different"
"Novel and Unique"
"Daring but Authentic"

Each a Supreme Achievement of Designing Art.

See them in our Showrooms.

Harry Wadler The Gem Dress House Inc.
105 Madison Ave. New York

HAVE YOU SEEN THE NEW ZEBRA WAISTS?

AT $16.50 per doz.

The greatest silk waist sensation in years.
Write at once for complete information.

ELGIN SILK WAIST CO.

1003 B Filbert Street, Philadelphia, Pa.

New York Office : 1182 Broadway in the Centurion Building

Write for FREE copy of "Elgin Energy," the authoritative book of waist styles.

Spring

Felsen Co. Limited

SUITS & COATS
for LADIES *and* MISSES

Read Building Montreal

We want to express our heartiest thanks to our numerous customers throughout the Dominion for their kind forbearance, as to deliveries of their orders, caused by strike conditions. We have practically overcome this difficulty, and can now assure good deliveries.

March
1917

Mr. Merchant

See that your department heads and clerks read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.

SMITH & MANOLSON

The House of Better
Ladies' Outing Garments

DELIVERIES

OWING to the general shortage of materials, retailers are at present suffering from non-deliveries of orders.

Now is the time, therefore, to look for houses that will give you prompt deliveries and with it keep up the quality, style and workmanship.

We guarantee our goods to be equal to sample and to deliver orders when called for.

THINK IT OVER.

SMITH & MANOLSON

Office and Warehouse: 74 DORCHESTER WEST

MONTREAL, QUE.

MIDDIES
WASH SKIRTS
SPORT SKIRTS
SPORT SUITS

MILLINERY

The Outook

THE GENERAL trend of millinery at present is towards straw rather than fabrics. Fabrics hold strongly for sports hats and also for matched sets and will very probably continue so all Summer. For other wear straw is favored and especially lisere, milan and hair braids. Wenchaw and other grasses are good in body hats. Each milliner is allowed to show, perhaps, two or three models with wide ribbon trimming, just to keep some movement in the stock, but natural flowers and narrow ribbons are fashion's requisites.



Spring Hat With "Fan"

Neat Spring hat with "fan" of feathers is an Italian Milan with very high crown and narrow brim trimmed all around with tiny quills set upright in a band of card ribbon. In front the quills, besides being arranged perpendicularly, are developed into a fan effect as shown. Each quill is sewn in separately, and the whole hat is a creation in one color, "American Beauty," a real cerise. Model imported by Vyse Sons & Co., Ltd., Montreal, from the Maison Louison, Paris.

NEW YORK MILLINERY

NEW YORK.—The millinery season seems never to be "over." The days when the Spring and Fall openings proved two rush seasons in the year are well nigh forgotten. Nowadays an almost complete turnover in style is detectable every few weeks and the between-season hats figure as prominently as those of the original two.

Just now the tailored fabric hats of satin or crepe with wings, oriental effects, curled quills, or hand embroidery trimming are very smart but flower-trimmed straws are close at hand.

Flowers for the earliest models are in keeping with the oriental ornaments worn now. They are of strange tints, appliqued, arranged in geometrical designs or even made of straw. Ostrich balls, jet and fringe are also seen quite frequently but real live looking flowers are going to be used in quantities very soon and are already seen on dress hats.

Oriental Influence in Shapes

The Oriental influence is emphasized in the shapes of some novel street hats. These combine the "bird-cape," the "spool" and the "stove-pipe" all in one and the result is almost a reproduction of an Asiatic tower. Then from Spanish influences there is the Toreador hat, in both large and small models and very chic in the chrysanthemum or soft hemp straws. Nor is interest waning in the way of military suggestions. Visor straps and cordelieres accompanying the high crowns are the outcome of this. The cordelieres may be beaded or braided and finished with tassels; a girdle to match is very smart.

Tricornes, Turbans and Poke Effects

Tricornes and diamond-shaped turbans figure prominently in the new straws and poke effects are popular too. The lavish use of laces and nets in evening gowns is possibly responsible for the strong fancy for transparent hats of hair braid, hair lace or, in a slightly less degree, maline. These are in the foremost place for dressy occasions now.

Ribbon hats have been very good but are a little less prominent than they were a month ago, though crowns of ribbon and small ribbon ornaments are still very good.

Breton sailors, capelines, cloche shapes and mushrooms are all in vogue and the great variety of trimmings and materials and the increased allowance of trimming, make the Spring hats more attractive than ever before.

For Sports Occasions

Fancy silk combined with straw, chiefly lisere, tagal and leghorn, are very popular for sports occasions. When a bag matches there is nothing more chic, and it is expected that these snappy silks in the matched sets will grow stronger throughout the whole Summer.



A Herald of Summer

Is this delicate hair lace hat with its natural-looking flowers. The velvet ribbon streamers are often to be seen this year. This is one of the most popular types of chapeau, and will be worn comparatively early in the season.

PARIS MILLINERY HINTS

Paris favors the large picture hat, especially when it is transparent. Every other style is shown along with it though. There are high, brimless turbans with severe wings, dainty flowers or much tulle. Turned-up brims with strange heights and depths, Breton brims, inverted Breton brims, capelines, poke bonnets, cloche shapes all are to be seen. There are delightful sets too. The hat and bag in one are all covered with little violet heads; some are of straw with ribbon chin strap and streamer.

FLOWERS OF TINY SEA SHELLS

Newest of all in Paris trimmings, and most ingenious, are the flowers of tiny sea shells, in natural tints, and cut and arranged as daintily as though the material were silk or velvet. The story is an interesting one. These shell flowers are the work of a French woman of class whose Summer home on the Normandy coast is now her all-the-year home. The war has brought her financial ruin, and in her necessity her clever fingers and brain evolved this idea, and added still another to the little artistic triumphs of France.

LISERE AND PICOT MILAN STRAWS

With Nearer Approach of Summer These are Stronger With Ribbon and Fabric Weakening Except in Sports Lines—Transparent Hats for Dress Wear—Movement Towards Natural Flowers—Black and White Later?

DURING the past month Spring and Summer millinery has blossomed out in all its glory. Buyers from afar, both east and west have been besieging the wholesales and getting fairly crammed with ideas. "We have made up three times the display we ever did before," said the milliner for one wholesale, and all alike report a record season. Their difficulty now is in filling orders and getting supplies of materials for the big business.

While purples, French blue, old rose, coral and brass shades are the colors most in evidence, many others are seen, singly as well as in exquisite combinations. Purple or Burgundy with virgin blue is a favorite blend, also old rose and French blue; old rose with silver grey; Chartreuse and French blue; black and Chartreuse or blue; shadow lawn green is combined with any shade one may fancy, as are honey, rose-pink and pearl grey.

Lisere Braid for Tailored Wear

In straws lisere is the leader for tailored wear. Picot Milan is shown frequently also in both domestic and imported models. Chrysanthemum and caterpillar braids are prominent where a dressy touch is required, and for real dress hats hair braids are "le dernier cri." Leghorns, too, are very popular this year.

High crowns prevail in all the tailored styles and in many of the large hats also. These large hats are frequently droopy, lacey and picturesque, or if the brim has any evenness to it a bias fold of Georgette or a band of straw turns down straight around the edge. Mushroom and cloche shapes are particularly good; those narrow in front and broadening at the sides and back, sometimes with a little peak in front suggesting the poke bonnet are favored.

A model just arrived from Paris has the upper crown and most of the brim of black hair braid so fine it is almost invisible but for the tiny bow-knot pattern running through it. The lower part of the crown and extending a couple of inches into the brim is old rose caterpillar straw. One large silk rose is the only trimming. Streamers from a half to one inch wide, of velvet ribbon, caught in long loops or knotted, constitute another dressy touch to several "garden-party" hats.

Transparent Hats Popular

Transparent hats of hair or maline are shown in great numbers for Summer wear.

White wings, mounts, conventional flowers and Chinese ornaments are the features of millinery for the present moment, the indications are that by Easter the season will be characterized by beautiful and natural looking flowers of almost every type. Roses and violets of rich shades of silk are shown on some of the finest models in every display of Easter headwear. The military turban of violets or of purple chrysanthemum straw with nosegay of violets is in high favor.

Hand-work is still favored strongly but is perhaps seen oftener on French hats than others. A Maria-Guy model of picot-Milan in old rose had wool embroidery and a dull blue band; a turban with navy edge and the rest of soft white hemp had the front and top embroidered in an intricate pattern with navy silk thread. A sports model was of bright red Batavia cloth, which is of rather rough finish



Misses' Spring Style

Gently rippling tagal shape, hand-made satin flower resting on the brim; what more simple or charming? Shown by "Lids for Kids" (S. Mayer & Sons).

and coarse weave; an ornament of beads was the only trimming.

Stiff Feathers and Wings Before Ostrich

Apart from some ornaments there is little hope of ostrich amounting to much. Stiff feathers and wings are preferred. A model of black lisere had the rim very narrow in front and curving downwards; it broadened and sloped up very high and very wide at the back and was lined with ciel blue silk and filled in with burnt goose quills also of ciel blue. Wings extending at both or one side of tailored turbans are fancied and cachemire feather crowns, ornaments and wings are good. The very latest touch is real coral.

One or two large firms think that towards the close of the Summer there will be something of a revolution against color and that black and white combinations or all black hats will be worn, just as white hats came in late last Winter after the dark colors of the earlier season.

Fabric and Ribbon Hats Displaced

The ribbon and fabric hats of the past few weeks are giving place rapidly to straws. While fancy silks will probably hold good in sports hats throughout the Summer and no doubt maline, Georgette and crepe de Chine will be combined with straw in dainty models, for the average woman and for the average occasion the real Summery flower-trimmed straws will lead. Wide ribbon trimming is shown occasionally but it is rare in comparison with other types.

Mourning Hats Much Lighter

Mourning millinery is a very prominent item in the trade this year. Where the long veils are required, Georgette is being used almost exclusively in place of the grenadine of previous times. In Paris many of the widow's turbans with the long veil over the hat and hanging down the back, have an inside veil of white Georgette which relieves the black and is still in good taste. Mourning hats are much lighter in weight this year than formerly, and therefore much more suitable for the warm weather. Trimmings are mostly dull black beads used in ornaments or for braiding; cords and fruit made of black Georgette high mounts and pleated grosgrain ribbon are also good. Buyers state that there was never such variety shown in French mourning millinery as there is this season.

AS THEY DISEMBARK FROM EUROPE

A Composite Tale of an Exciting Trip to Switzerland, a Glance at the Parisian Millinery Salons, and a Knit Goods Man's First Tour of Canada—Saw Boat Shelled by Submarine.

From interviews by three staff members of Dry Goods Review

IMPRESSIONS of a visit to Paris for millinery styles as taken by R. D. de Grandpre, of Vyse, Sons & Co., show that tulle hats are to be very prominent for the season, also crepe Georgettes, but one of the very best things for Spring appears to be the lisere braid models mostly in poke and drooping effects, both small and large. Leghorns and Panamas are showing strong tendencies to come forward for early Summer and the warmer weather generally. Fancy veils are very likely to be worn extensively. With the leghorns, natural American beauty roses will be worn, and are being shown.

As regards trimmings, small fancy flowers made up in many cases into neat little bouquets, are very prominent. Many charming little fancy flowers are designed, but all seem to have included in their design some dainty idea carried out in many colored beads, usually worked in the heart of the flower. Petals and leaves also are distinguished this year by great color variety done in tiny mosaic or almost irridescent effects. Ornaments are in great variety, much bead work, many bolder ideas in substantial materials rich in color, and massed strongly in their positions. Jet is also being used a good deal more. Oriental coloring are apparent, but Paris shows no Chinese coin trimmings. Grapes very natural in appearance, and ranging in color from pure white through the yellow greens, to the richest of Burgundy hues are quite prominent in trimmings.

Wing Motif and Feather Mounts

Braids are going to be more fancy style this year. Last Spring was strong for plain hemp. This year a very prominent braid is called French Chysanthemum. There is no apparent reason for its being called Chrysanthemum, and it comes in many colors which no Chrysanthemum ever exhibited, as well as many that are familiar to Chrysanthemum cultivators. Its texture is richly rough surfaced with a resemblance to close-clipped and crushed straw in positive colors which catch the light on many tiny surfaces at different angles.

Continued on page 83.

At the Spring Openings

THE Formal Spring Openings took place at Simpson's and Eaton's in Toronto, beginning on Monday, March 5th, special departments being featured on following days. Murray-Kay's began on Tuesday, March 6th. Monday was also the big millinery display of the season at Simpson's. Another will be held a month from then more especially for Easter. Eaton's millinery opening was fixed for March 12th for the full Spring and Summer display.

Emphasis in ready-to-wear seemed to be placed on gowns and coats at Simpson's and on fancy separate silk skirts and blouses, outing costumes in general, at Eaton's. Murray-Kay's featured sweater, outing and satin coats. Their silk and dress goods department has been moved from the centre to the south-west corner of the floor, while the knitted goods section is extended through the space formerly occupied by fabrics.

More detailed description of the display methods will be found in the Equipment and Display Department of this issue.

Some of the Retail Announcements

Retail advertisements in the large centres have gone into an unusual detail in giving information this Spring with regard to what they considered were the ruling style features. We reproduce extracts from a few of them which were especially illuminating:

Eaton's Views on Colors, Materials, Etc.

As to **Suits** the T. Eaton Co. said: Skirts are slightly narrower than previously, giving the appearance of greatest width at the hip line. And contributing to this "barrel" effect are large, baggy pockets, loose panels and groups of pleatings on the sides of the coats below the waist. Collars are broad and deep at the back, shoulders are narrow, and sleeves close-fitting. The belt is an almost invariable feature, the loose tie girdle being one of its smartest forms."

As to the **Materials** the same firm declared: "Soft, graceful and alluring to a degree—they include crepe de chine, crepe meteor, Georgette, shimmering satins, pussy willow and foulard, holding first place for the fashioning of afternoon and evening gowns; supple gabardines, wool jerseys and serges, for frocks of the tailored order; wool and silk jerseys and the new printed and plain Khakikools, Shantungs and natural silks, for the sports costumes, which loom very large on the fashionable horizon. It is worthy of note, too, that two materials and two colors are frequently allied with charming effect.

As to **Trimmings and Colors**: "The more elaborate gowns are ablaze with metallic embroideries in Persian and Russian effects, but in the simpler sort a touch of aptly applied bead or silk embroidery, soutache braiding and stitching is noteworthy, while tassels and balls are of frequent occurrence.

"About the colors pages might be written, for gold, apricot, mustard, citron, apple and grass geen, damson and purple, rose, blues, of indescribable tints—tapestry, the new soft poilu shade, China blue and turquoise make a vivid blaze, among which stand out the neutral tones of beige, putty, clay, penguin and platinum greys, with white and flesh color for simpler dresses."

A Montreal Store's Opinion

Goodwin's, of Montreal, announced:

"High colors and plaids will predominate.

"Lines will be straighter on the whole, though the barrel effect will hold its place.

"Spring weight velours will be much used.

"Hats will have high crowns and, in many instances, will be practically brimless.

"Cleverness of line rather than an abundance of trimming distinguishes the new suits.

"Buttons are used in some cases plentifully, but the Spring suits depend almost entirely on color and cut for smartness.

"Particularly delightful models are included in the assortment of dresses. The materials are crepe de chine, Georgette crepe, charmeuse and taffeta in grey, green, 'Lackey,' navy, black and shot checked effects.

"Lawless" Hats

The Robert Simpson Co.: "Even while you are remarking the dignity of a large brim with a taller crown, there you will see tall crowns with no brims at all—and wide brims with very little crown. Then the tilted back little hat, a relic of the youthful days of our mothers, is amongst the flock.

"Occasionally the brim has a modest droop, but more often it turns sprightly skywards or else is suddenly caught up where least expected. And thus we might go on and on, but five minutes in our French room, and you will be wiser than pages of telling could make you."

Playing Up Dongola Cloth For Coats

Concerning Misses' Coats: "Dongola cloth is the very latest thing in coating materials. It's a very fine weave, somewhat similar to basket cloth. They're made with the very new, very large collar that comes well down over the shoulders, and is, of course, cut perfectly square. The collars, by the way, are made of a fabric in a color that blends harmoniously with the shade of the coat. For those who like them, there's quite a sprinkling of the modish high waistline coats. Most of them have very large cuffs."—Ogilvy's, Montreal.

Living Models Promenade

"Promenade of fashions by living models. There is such a marked change—particularly in those lines known as 'Sports'—that you will surely want to be there. . . . . To-morrow the taffeta and charmeuse dresses will be shows in a most beautiful range of color and styles."—Almy's, Limited, Montreal.



An Opportunity for Canadian Buyers to Make Better Profits on Millinery
Buy the Big Store's Made-Up Assortments of High-Class

Trimmed and Ready-to-Wear Hats

YOU TAKE NO CHANCES—YOU MAKE NO EXPERIMENTS.

We send you only the proven sellers of the season. Hats with established selling records. Value with which you can defy all competition.

Act Now—Send in Your Order To-day.
A Special Assortment of Early Spring Tailored Models
ORDER NO. F-717

We here offer you an unusual value in attractively trimmed STREET HATS. CLEVER, QUICK-SELLING STYLES way below their real value. The assortment contains the very best sellers of the season. Like and similar to the illustrations. New ideas will be added to the lot as style changes warrant. The assortment consists of blocked shapes of MILAN HEMP, GOOD QUALITY MILAN, PLAIN HEMP, also combination effects of SATIN AND SHINY LISERE, SILK VISCA BRAIDS AND SATIN, IMPORTED FANCY BRAIDS AND SILK RIBBON, BRUSSELS NET, etc. **ACTUALLY WORTH FROM $18 TO $36 PER DOZEN.** The colors are BLACK, COPENHAGEN BLUE, ROSE, GREEN, SAND, WHITE; also two tone combinations. In all

12 New Trimmed Street Hats for Only $16.50
We do not break the lot.

Have you received a copy of our latest MILLINERY CATALOG? If not, a postal card will bring it to you. Ask for catalog No. D 162. It contains illustrations and descriptions of just the kind of millinery you need to round out a successful season. **REMEMBER, THE "BIG STORE" IS THE LARGEST WHOLESALE MILLINERY ESTABLISHMENT IN THE COUNTRY.**

CHICAGO MERCANTILE COMPANY

CHAS. A. STONEHILL, President
159-161-163-165-167-169-171 North Michigan Avenue, Chicago.

MALINES MALINES

which are different — *you can't substitute*

TRADE MARK

DYNAMO BRAND

ASK for the

"DYNAMO BRAND" RAINPROOF MALINE

The ORIGINAL Guaranteed Rainproof Maline

The "DYNAMO BRAND" RAINPROOF MALINE is guaranteed against:

Rain
Dampness
Snow
Sun
Perspiration

"DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other makes

To be had from

MONTREAL
Sommer Bldg.
Tel. Up 5448

CHAS. MOUTERDE (*United Makers*)

The only selling agent for *Gros Million & Co.* of Lyons (France) for the Dominion of Canada

"We only sell to the Wholesalers"

80 Wellington St. West
TORONTO
Tel. Adel. 4184

Gage

The Gage
Weekly Hat Service

Brings You 30 Days Nearer Paris

Do You Know About It

Are You Interested?

Write Us!



Gage Brothers & Co.

Wholesale Only

Chicago New York

Paris

1856 – 1916

Sixty Years in Business

COME TO CHICAGO AND TO GAGE'S TO MAKE YOUR SPRING PURCHASES!

NUMIDI

The Trimming for New Spring Millinery

Genuine Numidi is the trimming for the New Spring Millinery. Numerous designs to choose from, also Burnt Ostrich and Fancy effects suitable for the new Style Mountings.

When in the City make it a point to see our complete line of Flowers and Ornaments.

The Empire Flower and Fancy Feather Company
The Dominion Ostrich Feather Company, Limited
76 and 78 Wellington St. West, - Toronto, Ontario
The Largest Manufacturers of Millinery Trimmings in Canada



More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

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Quality **Variety**

Three Popular Sellers

A Polish for Every Shoe

Whittemore's Shoe Polishes enable you to supply every customer with just the polish they want. The Whittemore Line includes a polish for every type of shoe—it is a profit-making line to sell.

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"A STITCH IN TIME"—

to those about to build

You know that your friends who have built homes wish that they had done something else or something different, in order to have secured better results. The little or big errors made in

choosing a site, an architect, a builder, a design, a style, a plan

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BUILDING A HOME

By Desmond and Frohne, editors of **The Architectural Record.**

And if you are going to build this year or in some near year, you will find the advice and help of this book invaluable. Its price pales away when its real value to you is weighed.

Send for the book. Have it placed in your Public Library, if you have influence. Add it to your own library. It is a handsome volume, with many illustrations.

The MacLean Publishing Co., Limited
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Our Next

Public Auction Fur Sale

will take place

APRIL 16, 1917

and days following.

Shipments solicited

We make liberal advances on arrival of goods when desired.

FUNSTEN BROS. & CO.

Public Auction Fur Sales

ST. LOUIS, U.S.A.

FUR DEPARTMENT

FUR TENDENCIES FOR NEXT FALL

Some Movement for Persian Lamb in Coats—Alaska Sable and Lynx Strong as Trimmings—Muffs Very Small or in Bag Styles—Prices Up 10 to 25 Per Cent.

FUR tendencies for early Fall, and for "Summer Furs," also for the last cool days of Spring, 1918, are being talked of amongst the furriers, but so far few ideas have taken shape sufficient to produce sketches.

It is noted that ermine is likely to be worn quite a little in the end of the chilly days of Spring, and just before the warm weather relegates the idea of fur to the realm of adornment rather than attire.

For Summer furs, which are coming more than ever to the front in fashion's idea, the animal or cape effects are likely to lead in light ornamental form. The principal effects will be found in white or cross-fox according to the views of leading furriers. It will be found that fox furs are coming into a firmer market, and prices may show quite appreciable advances before long.

Mink Looks Stronger

For early Fall as far as can be noted at present mink is coming steadily back into favor, and more demand for this is anticipated. Dark minks are bound to lead in demand and price as always. Rather more mink has been marketed lately in the raw fur markets, and this helps meet the demand for these furs in the finished goods.

Snug High Reversible Collars

Neckpieces for next Winter tend to run more and more to snug, high, reversible collar effects. Cape designs too are prominent. Muffs are either very small or in bag styles. These have either draw string tops or envelope flaps. Flat furs are best for both these neck-pieces and muffs. Persian lamb, mink, seal and beaver are specially mentioned in this regard. For the rug scarfs foxes will be excellent again.

Designers are still studying the question of coats for the Fall. The long loose coat is likely to hold its vogue steadily owing to its suitability, grace, and warmth. Straight lines and the directoire effect form the general basis of idea in design of these. So far the length of the coats is in the taste of the designer and Dame Fashion's decrees are not as yet given with steel bound decision on this point. The 45-inch length seems gaining in favor, and for shorter coats the fur coat with its lower edge about an inch above the hem of the skirt of its wearer is likely to maintain its popularity.

Taste Developing for Persian Lamb

In materials, while Hudson's seal will continue in favor, there has apparently begun to develop a taste for Persian lamb, and as this fur is going to be scarce and high-priced the exclusive will no doubt make it their particular passion when the time for leadership in fur styles arrives.

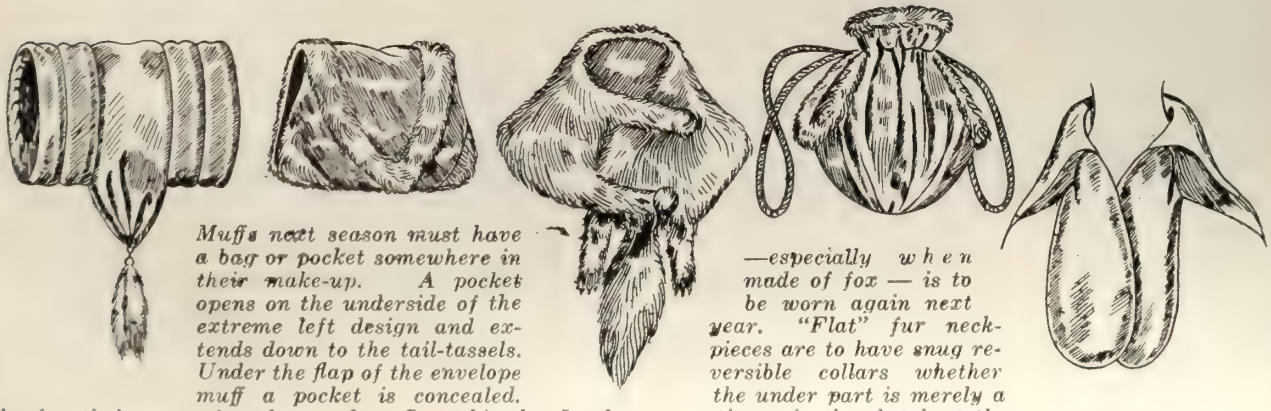
Alaska Sable and Lynx Trimmings

Trimmings are taking definite idea for Fall. Alaska sable and lynx are coming strongly to the front in this line. Grey opossum is making its presence felt as a popular trimming fur. These are forerunner ideas of fur fashions for the present. Later developments may modify them to some extent.

Advance of 10 to 25 Per Cent.

The advance in cost of furs by at least 10 per cent. to 25 per cent. as compared with last year may be looked for with certainty. Furs fetched higher prices at the great auctions, and fox and coon are both scarce.

Fur Styles for Next Winter



Muffs next season must have a bag or pocket somewhere in their make-up. A pocket opens on the underside of the extreme left design and extends down to the tail-tassels. Under the flap of the envelope muff a pocket is concealed. The fourth is a spacious bag and muff combined. In the centre is a picture of the "animal" or "rug" neckpiece which —especially when made of fox — is to be worn again next year. "Flat" fur neckpieces are to have snug reversible collars whether the under part is merely a tie, as in the sketch at the right, or a full pelerine or cape cut.

The Mark of Quality



Established in 1852

Now Ready!

Our Complete Range of FURS *for* 1917

This range represents the greatest skill in Fur designing. The combination of man's ingenuity with Nature's products makes this range in every way BEAUTIFUL.

Our styles for 1917 are very attractive, and we are preparing for a greater volume of business and have things in shape to handle your orders promptly.

See this range now in the hands of our travellers.

L. Gnaedinger, Son & Company

90, 92, 94 ST. PETER STREET, MONTREAL

DRESS FABRICS AND SILKS

SILKS IN 4-INCH SPOTS

Tendency for Later Novelties to Make Bigger Noise Than Ever—Taffeta leads for Suitings—Fall Hints

WHOLESALE silk houses report having done a bigger business during February, 1917, than in any one previous month. This certifies fashion reports as to the premier place in Spring and Summer fabrics being given to silks.

Taffetas notwithstanding its many rivals, has maintained its supremacy as a suiting silk. It must, however, be in the soft, supple qualities—not those which "stand alone." It is these silks that the dignified "Frenchy" colors prevail, whether in plain or fancy stripe patterns. In almost all else in the way of suiting silks brilliancy reigns. For Summer suits shantungs, pongees, tussahs and poplins are the big items and every week seems to increase the size of the "spots" in the patterns. One house received a ten-color range with four-inch Chinese spots of various hues and upon the day of their arrival were taken "on sight unseen" by telephone by one of the large retail stores. These and fancy striped novelties with plain silks to match are THE fashion note for Summer.

Notwithstanding the big rush for taffetas, and the fact that satins are usually strong in Fall seasons, satins are selling quite readily now. Crepe de chines and Georgettes remain very popular for gowns and the former in particular are to continue in vogue for Fall.

WOOLENS FOR FALL

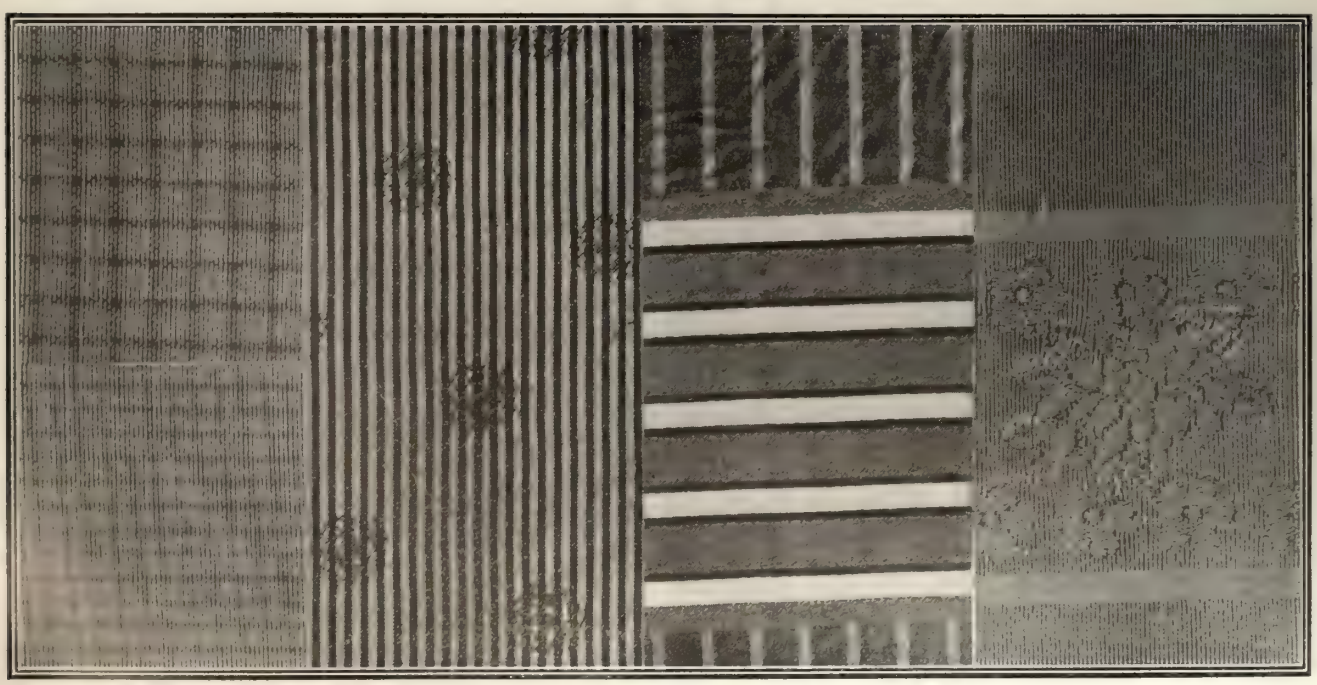
African, Green, Burgundy and Purple the Leading Colors—Broadcloths Still Strong—Fall Suitings —Bright Colors.

THE woolen fabric trade for next Fall is already quite active. The last few weeks some shipments of for which orders were placed several months ago in England have been arriving and very fortunate those firms regard themselves who have their shipments safetly ashore.

The broadcloths and wool velours which arrived are disappearing almost like magic. The demand for these superior weaves seems not to have abated since last season, notwithstanding the extremely high prices. The demand for them comes from the consumers themselves and so it seems imperative that the merchant of a centre that aims to be fashionable must have these materials despite their cost. Since the shipments are not large in any case it seems that a dealer who has an opporunity to procure

Some of the Newest Fashions in Silks

Top left, putty and myrtle; lower left, rose and green, silk poplin; next is Pekin damas taffeta, a thick but supple weave in black and white with jacquard pattern. Fourth is royal and white striped taffeta with wide satin border stripe of royal white and black; last is bordered Haitienne glacé in amethyst royal and black combination. All are shown in various color combinations by Hayes and Lailey from life size. Designs somewhat reduced.



broadcloths, especially would be wise in obtaining a supply immediately in accordance with his estimate of the demand for it among his customers for Fall.

The colors leading are as last year, African and green, Burgundy and purple, but these are perhaps just a tone more lively than the very deep shades of last Winter. Belgian blue too is in strong demand. Colors are really the main feature for next Fall, apart from weave, because almost no fancies are available.

Coatings are the next line of importance. Tweeds, velvets and plushes are selling in large quantities again. This year too chinchillas and Whitneys come in green, purple and brown, new shades for these fabrics. Heather mixtures with a gold thread are good also and quite new. One firm states that its supplies of these materials in the Fall colors are being sold for immediate delivery and that the difficulty of obtaining more is not a matter of price but simply that goods are not available.

LARGE BOLD PATTERNS IN COTTONS FOR FALL

From our resident staff correspondent

MONTREAL, March 5—(Special).—The new Fall cottons now being produced, and shortly to be shown by travelers over the Dominion, display markedly the tendency to abandon striped effects in favor of large objects. The circle filled with a variety of color spaces rectiline, helical, or circle within circle, and carried out in more color varieties than even space varieties is a prominent feature of the designs.

Rectangular objects are also apparent, but always tending towards the bold and large, also the bright colored with strong black lines emphasizing the colors. Hollow rectangular spaces are found with color and black outline giving strength. In cottons both white and tan grounds are most frequent with these bold object designs.

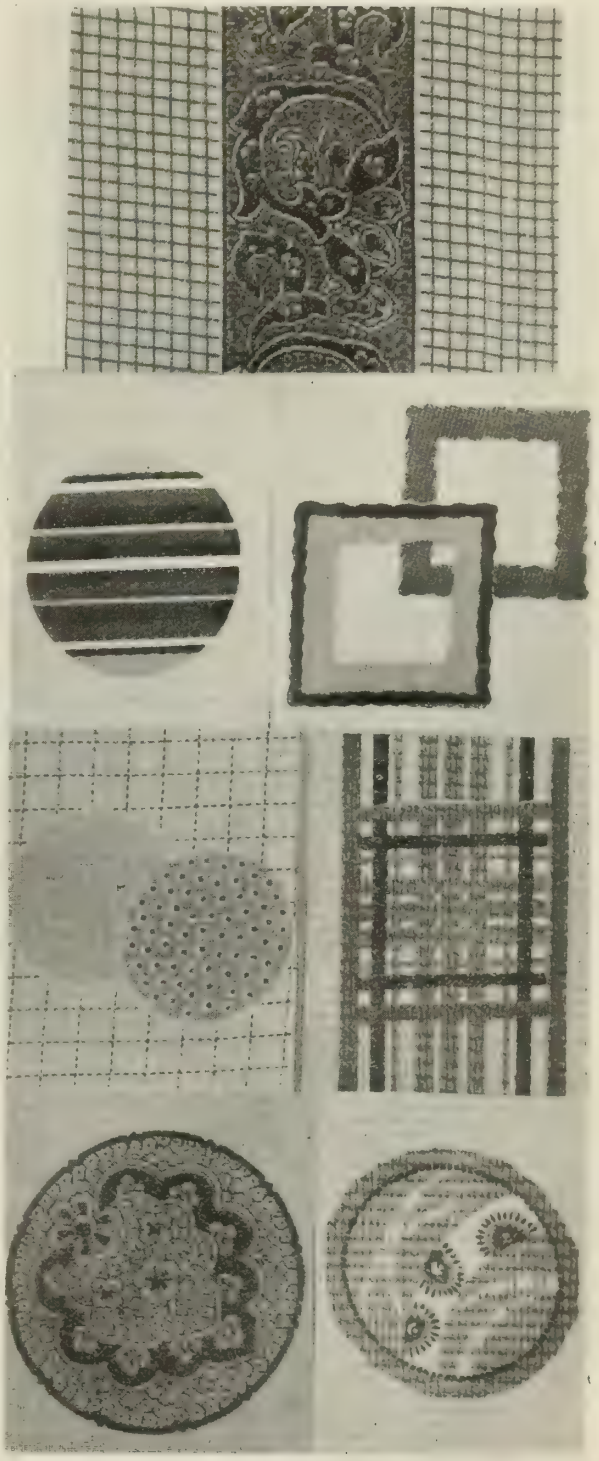
Prices for the Fall goods coming on the market will be about twenty per cent. higher than in the past year. Production is active but deliveries are still a little uncertain owing to pressure on productive power. Demand is strong for cotton lines, and Canada's cotton industry is occupied to capacity.

The Latest Fall Shades

"Pinkiamo" is a Blanc-mange pink. "Miss Springtime" is a mossy green. "Mongol" is a rich orange golden yellow. "Asbury Green" is a flat sea green. "Platina" is a lovely metallic grey. "Pommery" is a buff with light in it. "Flirt" is an old rose shade. "Japanese Blue" is a bright lustrous blue something between a sea-blue and a sapphire. "Fujiamo" is a rich yellow dull in its shadows glowing in its lights. "Venice Blue" is a grey-blue with a suggestion of the battleship shade about it, but brighter.

"Pavlowa" is a flame-color glowing into orange in lights. "Orient" is a very brilliant green. "Salonique" is almost an old gold. "Orchid" is a mauve and more—a heliotrope. "Mikado" is a bronze gold. "Pyramid" is "Flirt" with more fire to it.

"Nazimova" is a glowing maroon. "Porcelaine" is like "Japanese Blue" but with a faint suggestion of peacock in it, and a darker tone. "Ben Hur," is "Pavlowa" but with a browner tone. "Goricia" is a metallic green. "Cario" is a luminous brown. "Inspiration" is a violet. "Novello" is a dark blue, almost a navy, but with a purple tendency.



Top left: English skirting, four-color spot on natural linen-colored ground. Top right: Paisley spot on pale pink ground; fine voile. Second Row: left, four-color plaid stripe on same ground as first; right, two-color eclipse spots on pink ground voile checked in black. Third row: left, natural linen color cotton gabardine with gold and two-tone blue eclipse squares; bottom, checked voile with "harness" pattern, Paisley stripe—all samples of Hegla fabrics from Wallace and Wallace.

Third row: right, white cotton gabardine with four-color striped spots, shown by Dominion Textile Co.


DURO
FADELESS FABRICS
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—first-class cloths in fast-to-everything dyes.
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— all sold with a guarantee that any garment will be replaced if the colour fades, no matter what the cause.
Ladies' and Children's Made-up Garments, as also Gentlemen's Oxford, Zephyr, and Fancy Shirts, may be had with the "Duro" tab or label.
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"Made in Canada"

For Active Canadian Workmen and Live Canadian Boys

"ROCKFAST" DRILL is intended especially for men's working shirts and knockabout suits for boys. It has the same even weave and wonderful durability as "Steelclad" Galatea, but with the extra weight and strength needed for men's wear.

Made in solid colors and clean, attractive patterns in black and white.

In our "ROCKFAST" Drill, "STEELCLAD" Galatea and Romper Cloth you have a complete line of service fabrics for every member of the family.

Dominion Textile Co., Limited

MONTREAL TORONTO WINNIPEG

Manufacturers of 200 qualities of Printed Goods in 30,000 Patterns—and 1,000 qualities of Greys, Whites, Sheetings, Cambrics, etc.



DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED



CRUM'S STANDARD PRINTS.

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This Print was established in 1787 and has a world-wide reputation. Sold under the well-known Rising Sun ticket, it thus carries a guarantee as a thoroughly reliable fabric of great durability and fast colours, and entirely Brit'sh make.

For the Jobber or Wholesaler.

You are absolutely safe in holding stock of this all-the-year-round Cotton fabric, and never has the use for prints of a guaranteed quality, fast colour, and new designs been so great as now, when women of the Empire in every corner of the world are finding new uses for prints in their home and war-work industries.

For the Maker-up.

These should be used for your up-to-date overalls, aprons, women's and children's dresses and blouses; true colours, fast to sun and wash indigo, light and white grounds in a variety of designs and colourings.

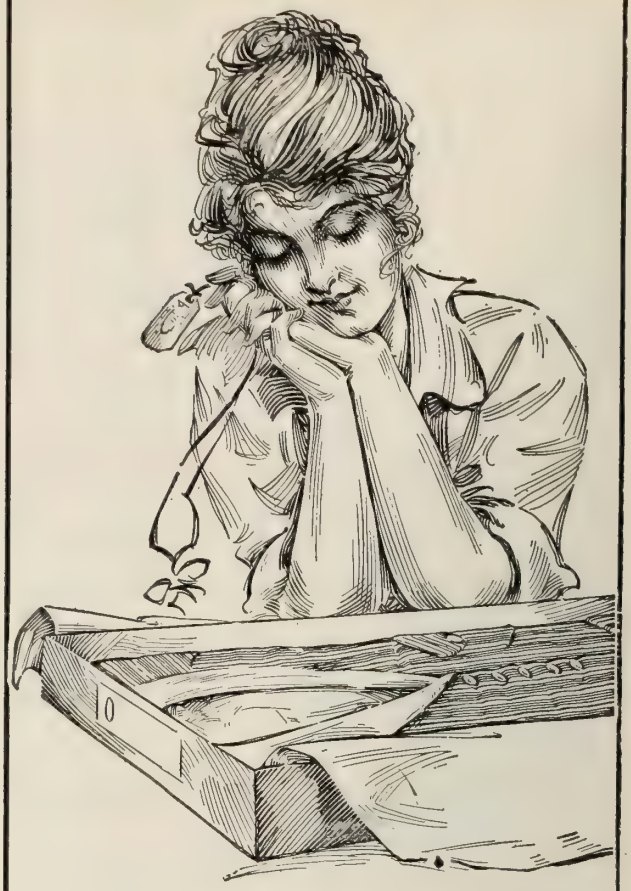
For the Retailer.

Stock these prints in both piece goods and made-up garments, and you are sure of fast colour, good design and reliable cloth. Most attractive and novel designs in stripes, spots, and floral effects.

In case of difficulty, write to

The Calico Printers Association Ltd.

(Advt. Dep't.) ST. JAMES' BUILDINGS, MANCHESTER.



To handle Rossendale Empress Zephyr is to increase the goodwill behind all your merchandise.

It is eminently suited for wear by women engaged in war activities. For dresses, blouses, overalls, and also for children's wear.



See this Ticket on every piece.

ROSSENDALE EMPRESS 32IN. 54YD. REVERSIBLE ZEPHYR

From Leading Jobbers, Wholesalers, and Shippers.

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"The Specialty House of Canada"

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

Spring and Summer, 1917

The high standard of excellence is maintained for the coming season as shown by our complete offering of latest novelties, and the interestingly low quotations of staple lines.

Wash Goods

This department is offering the latest effects in Sport Goods, viz.: Beach Cloths, Oxfords, Gabardines, Poplins, in large and small motifs, stripes, dots, etc., also Silk and Cotton, in the latest sport effects. Large range, latest effects, Printed Voiles.

Fine lawns, dimities, mulls—all colors and white. Piques and Novelty White Skirtings, a large range of white novelty voiles.

We show exceptional value in White Flannellettes, Fancy Kimona Flannels.
Ask for "Near Linen," sold in the large centres for Ladies' and Children's white suits and rompers. All colors in Cilktaf and broche linings, in stock.

Silks, Dress Goods

Large range of colors in Crepe de Chines and Georgette Crepes for immediate shipment, showing the latest effects in sport colors and designs in silk and cotton, and silk poplins. Complete stock of all Staple Silks, Velvets and Dress Goods.

Linens

Our stock is well assorted in staple lines and fancies. Complete range of cloths and napkins to match.

Smallwares, Handkerchiefs

A large and well assorted stock of handkerchiefs, laces, embroideries and all lines ot smallwares. Large range of knitted and silk golf coats.

Hosiery, Gloves and Underwear

for Men, Women and Children. "Crown" Hosiery in Cashmere, Silks, Artificial Silk, Lisle and Cotton.

"Corona Mills" Knit Underwear.

Niagara Maid Silk Gloves.

Silk Hosiery, Silk Underwear—"Pronounced favorites."

***Sole Selling Agents and Distributors for*— Trefousse Kid Gloves, Viyella Flannels, Niagara Maid Silk Gloves, Hosiery and Underwear.**

Our Salesmen are now on the road with a Complete Range.

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A.B.C. Code, 5th Edition.

We specialize for the Ladies' trade only, with the latest novelties in Costume and mantle cloths.

We also make large quantities of our own Standard qualities for stock, comprising piece-dyed Cheviots, Harris, Donegal and Homespun mixture effects.

Also mantle cloths in mixtures and piece dyes, Blanket and Velour finish, various weights and qualities, so that customers can have good deliveries by return.

WE GIVE SPECIAL ATTENTION TO THE SHIPPING TRADE.

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TASSELS

Tassels Made in Metal

GILT, Silver, Steel and Antique Tassels made of Silk Twist, in every variety of pattern, all colors and sizes.

Rosebud Trimmings—for Evening Wear.

Braids

Braids in Metal. Gilt, Silver, Steel and Antique, Art Silk Braids in all widths and sizes.

Furriers' Supplies

Crochet Buttons.
Chains, Snaps, Muff Cords.
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TRADE D J A MARK

YOU CAN SELL WITH CONFIDENCE IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

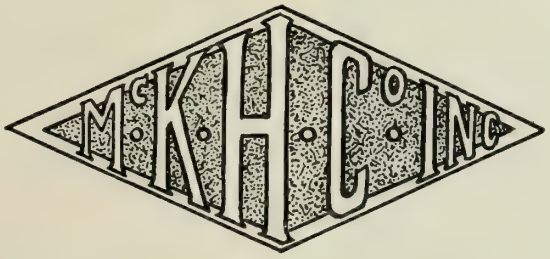
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The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

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ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

NOVELTY WASH FABRICS

·1917·



Foreign and Domestic

LINCOLN VOILE, 40 in.
EMPIRE VOILE, 40 in.
PROMENADE VOILE, 40 in.
CASCADE VOILE, 40 in.

Fine plain color voiles in all the newest shades

Color card on application

Lakewood Voile, 40 in.

Printed in exquisite designs

Fast Color Sport Skirtings

Colored Yarn Voiles
32 in. Fine Madras
Fine White Goods
32 in. Ginghams

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When purchasing

RAINCOATS

bear in mind the *PROOF* is *the essential.*

You must have the BEST.

There is only ONE best.



Refuse all other *proofs.*

"CRAVENETTE"

(Reg'd)

has stood the test of time, and has become today a national defence against wind and rain.

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(Copyright.)

If any difficulty in obtaining "CRAVENETTE," please write to

The Cravenette Co., Ltd.
(Dept. 6)
Well Street, BRADFORD, ENG.

"Sportoplin"

The Reigning Silk for Spring and Summer Sport Wear

Not for a long time has a new silk so quickly won its way into popular favor.

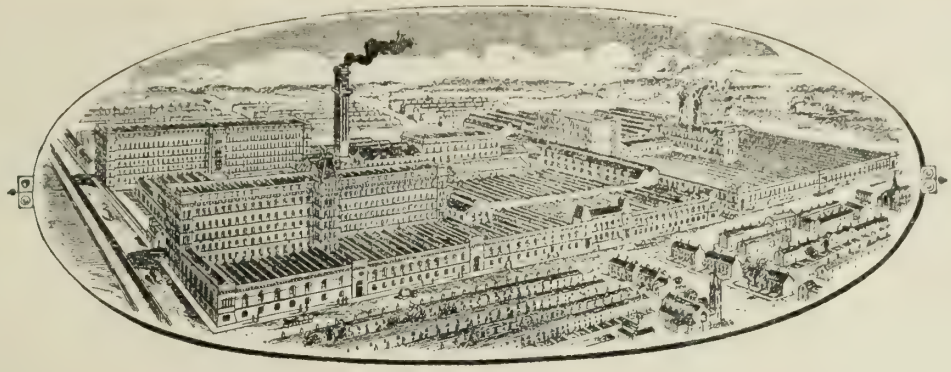
Soft in texture, daring in pattern and coloring, charmingly adaptable to new fashion developments, "Sportoplin" lends itself to innumerable striking and modish style effects.

The smartest sport apparel of the season is fashioned in "Sportoplin"—the reigning silk for Spring and Summer sport wear.

REILING & SCHOEN

260 FOURTH AVE., NEW YORK





LISTER & Cº LIMITED.

Telegrams. LISTER. BRADFORD
Telephone Nº 1726

MANNINGHAM MILLS.
BRADFORD

TO THE DRESS & SILK DEPARTMENTS.

Dear Sirs,

You have no doubt seen the advertisements of our "Lista" and other Fabrics appearing in the Weekly Journals & Fashion Papers

Our wide-spread advertising scheme is intended to create a demand in all the Retail Warehouses for our goods, and its influence will certainly be felt in your Dress & Silk Departments.

The "Lista" Washing Silk has a style of its own, and embraces many exclusive designs, and will meet the requirements of your most discriminating customers, while the quality may be relied upon to give satisfaction to all who wear it.

Needless to say, these fabrics are entirely British in every way, and will bring credit to your house.

One of the most satisfactory Cloths is our "Crepe Anglais," having the effect of a heavy Crêpe-de-Chine, but being composed of three-quarters Silk and the remainder Wool.

We supply only through Home Shippers, Wholesalers and Makers-up, but the above goods are now so well known that you will have no difficulty in procuring them.

NUMBER OF PEOPLE EMPLOYED OVER 7,000
AREA FLOOR SPACE, OVER 60 ACRES.
CHIMNEY 255 FEET HIGH. COST £10,000
ENGINES AND TURBINES, 6,490 H.P
BOILER POWER OVER 13,600 H.P.
COAL CONSUMED WEEKLY, 1,000 TONS.

Yours faithfully,

LISTER & Co., Ltd., (Dress Silk Dept.),

Manningham Mills, Bradford.

THE MESSAGE OF EASTER IN WINDOW DISPLAY

With Easter Lily for its Emblem, Season is One of Purity, Cleanliness and Refreshing Delicacy as Contrasted With Ruddy Glow of Christmas — This Daintier Idea Expressed in Window Displays Interprets Soul of the Season, and Brings Best Results in Sales.

Article based on interview with E. Lemieux, display manager of Goodwin's Limited



MONTREAL, March 5 (special).—In the art of window dressing there is soul as well as substance, and each season possesses for the artist of the store windows whose palette is the vari-colored range of the store's merchandise, some peculiar and particular attribute. Seasonable demand on the part of the purchasing public exercises its influence in the first and broadest sense. Each season in turn brings with it a message, and in the right reading of those messages is often found the secret of successful sales.

The Message of Easter.

Perhaps in regard to no season more than Easter does this principle of the subtle message of the seasons apply more directly or with greater importance. The messages of Christmas are bold and emblazoned forth in color and contrast. There is a stout-hearted, bluff, lustiness about Old Father Christmas which conduces to strong color displays in window trims. All the bravery of the store may be brought forth and arrayed in all its brilliances of colored toys, fancy goods, gifts, and flags with splendid selling success. But Easter is different and the subtle seasonable difference is important in devising Easter window trims.

Spirit of the Easter Lily.

Easter's emblem is the lily, and in that pure petalled flower is found the soul of the season. It breathes of Spring, and the Spirit of Spring is found in all Easter window trims worth while, all that are successful and convey the message of the occasion to the public, meeting the response that every good window trim deserves.

With the daintiest attractions of the store as Easter gifts, the windows may be dressed. Soft hues may shade with one another in subtlest of harmonies. White goods



Conception of the Easter spirit as applied to window trim by E. Lemieux, Goodwins, Ltd., Montreal, Que.

How Saskatoon Displayed Spring Wash Fabrics



This trim contains a number of suggestions on the draping of wash or dress fabrics for the Spring openings, or the early Summer displays. The tendency nowadays is against too much balance in the window trims, as the 'art' in such a case is too visible.

In writing of this window, Herbert Daniels, display manager for F. R. MacMillan, Saskatoon, who is well known to men of the craft, makes the following comment: "The full form is, of course, unreal. In this window I have introduced just a suggestion of background in the shape of a black and white diamond-shaped panel set off with pink rambler roses, which makes a striking centerpiece for wash goods." Price tickets and plenty of accessories helped in producing a strong selling display.

pure as drifted snow may occupy space to suit the selling plans of the store. Whatever merchandising plans have been laid for Easter may be fittingly and persuasively expressed in the window displays designed and carried out for the occasion, but the Easter message is most fittingly expressed by a clean, clear emphasis of the idea of purity—the purity of the lily.

Color need not be neglected but should be used with great care. The strong contrasts and color effects that prove such sturdy sales-getters by their stimulating effect on the public purchasing power at Christmas, are better left out of an Easter display. They will not have the same pull upon purchasing power. How can they, when the spirit of the public is different, and pervaded with the Easter idea, not the Christmas idea?

Pure, Clean, Convincing.

Something about Easter calls for the qualities of purity, simplicity, cleanliness, and convincing truth in window displays. The brilliant color effects of gift and toy windows may delight in November when the nights are dark and the lampglow is thrown warmly upon the display, but at Eastertide the clean, penetrating light of the Spring sunshine is filling the world with a wish to be clean, and spotless, and new, and pure, and therein lies the subtle secret of successful window trimming for Easter.

Show the people that which they feel deep within them they want and must have, and they will come to your store and buy because of your beautiful window display. Charm the children if you will, with Easter eggs, and fluffy yellow chickens. But show to the purchasing public all your loveliest, sweetest, newest, and most refreshing in merchandise and show it in the daintiest, most delicately refined displays, and results will reward your right reading of the message of Easter.

ARRAYED, HEAD TO FOOT, IN SILKEN HOSE

Striking Hosiery Window Display Featured in Almy's, Limited, Montreal, Was Window Trimming Triumph for E. K. Lummus, the Display Manager.

DRESSED entirely in silk hose from the sole of her foot to the trimming of her hat, the figure illustrated formed the centre of attraction in a magnificent hosiery and foot-wear window displayed in February by Almy's, Ltd., Montreal.

In a talk with Mr. E. K. Lummus, the creator of the display, and originator of its dominant idea, DRY GOODS REVIEW learned how the ingenious display was constructed, and the root reason for its appearance.

The Selling Idea Foremost

First and foremost in the conception of this striking window (the photograph of which fails to do it justice) came the selling idea. In this case the leading idea was to reveal to the public the fact by ocular evidence that Almy's can supply any and every shade of color in hosiery, to match any footwear, or any dress color whatsoever. The raiment of the figure used was made up entirely of silk hose, and an immenes range of colors was thus presented to the public viewing the window.

Corset and Skirt of Hosiery

As mentioned, even the trimming of the hat was done in hose. The corsage and skirt of the lady's dress were both constructed entirely of hose of various hues. All the hose used were in plain colors, however. There were no variegated patterns in the dressing of the figure. It is important in dressing a figure in this style to avoid the great peril of producing inharmonious color effects, and greatest care was taken by Mr. Lummus to select and associate colors in har-



Central figure dressed entirely in silk hose, with rainbow effect for hat. Trimmed by E. Lummus, of Almy's, Montreal. A similar figure was recently designed for The Arcade, Hamilton.

mony. The result was brilliant and effective to a high degree.

The exact number of hose used in the display was not recorded, but it is interesting to note that not a single pair was in any way damaged. All were returned to stock after smoothing out and will go on sale without reduction of price, in perfect order. Some very costly silk hose were used in creating the dress of the figure, and it took two trimmers two and a half hours to finish the lady alone. It was necessary for one man to hold each stocking in place while the other man pinned it securely.

Rainbow Aureole in the Hat

The hat was a plain straight frame with the crown cut out, and covered with a rainbow aureole of colored hose. The "strings" or ribbons of the hat were hose. The sash and its rosette were hose.

Tiny Picture of Ballet Dancer

A 25-cent hoop held to the coquettish angle of the skirt by wires was the basis of the skirt. Over it were draped the hose as illustrated. The lady was a ballet dancer, and the dancer idea was very daintily suggested by the tiny picture of a ballet dancer which will be noted in the lower part of the centre window space to the left of the picture.

The lady wore the newest 'silver-cloth' hose, and slippers to match, and her feet supported her very daintly indeed. In this connection note that the large white limb visible in the front of the picture between the display cards is NOT the lady's left leg at all, but an electrically illuminated hose display limb which ought to have been out of the way when the photo was taken.

On each side of the figure appear the newest hose display limbs in enamelled material, and on these were shown the latest ornamental topped silk hose with the new color effects at the knee, which do not show in the photograph.

Lavender Panelling

The main build of the window in which this striking display was set was quartered oak with hardwood flooring, and for purposes of this display lavender panelling was used with corner relieving embellishments in the bold, simple style of the new season's silk and cotton designs. Upon the polished hardwood floor which was left bare in the foreground to show up certain neat new lines of fancy high shoes, an Oriental rug was spread, its hues in harmony with the general color scheme of the window which was of course bright and varied.

The Spring Openings

WHILE the spirit of Spring is evident in the dress goods, ready-to-wear, millinery and other departments devoted to wearing apparel, the managements have not thought it wise to indulge extensively in costly display apparatus this year. The decorations consist mostly of boxes and boquets of Spring flowers and ferns. Hyacinths, tulips, daffodils, carnations and gardeneas provide a Spring fragrance, but more than ever the garments speak for themselves. And well they do it too with their profusion of bright and varied color, flashy designs and contrasts.

At Eaton's a large "L" shaped platform was covered with green denim to suggest a lawn. The background was painted with outdoor scenes—a club-house, garden walks, bushes, gateways, etc., while the idea was carried on to the platform in beds of real flowers. A fountain with three colored lights was at the corner of the "L" and at the back boughs of large, white artificial blossoms give a realistic touch.
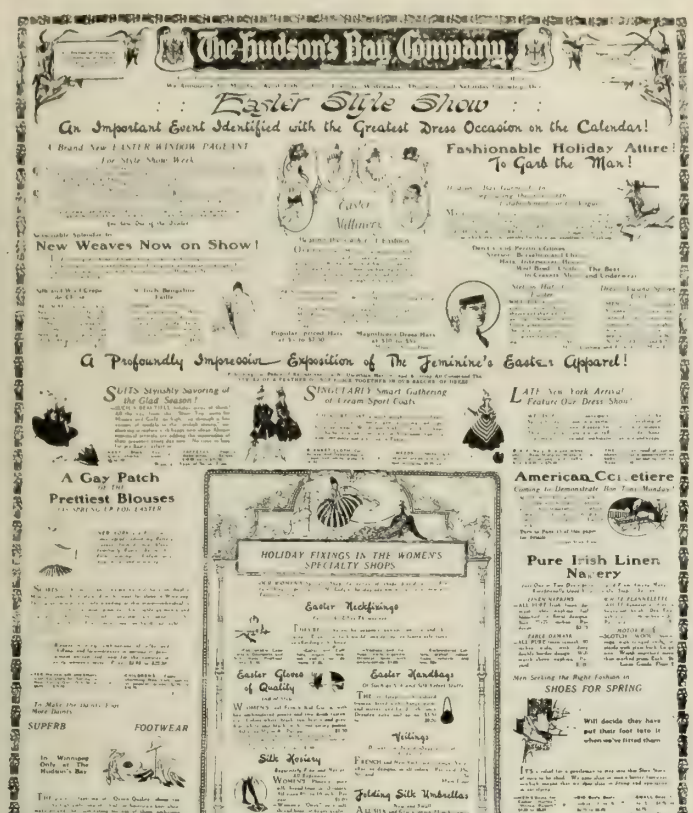
Garden, willow and cane chairs were utilized mostly as rests for tennis racquets and golf sticks, while wax figures were well arranged to show the features of their costumes.

The present is a year when care is very necessary in such a display, to prevent a terrible war of colors, for the greens, gold, citrus, blues, coral, old rose, apricot and purples are decidedly vivid. Black and white combinations, some delicate greys, white, mauve and flesh are effective "pacifists."

In all the stores, numerous platforms large enough to display from one to six or seven figures, and banked with ferns and flowers, were used. A brass railing around the platform designated some of the more exclusive models.

In Simpson's millinery department were many canaries singing through the wires of their cages; at Eaton's, large rustic hanging baskets with ferns and flowers were numerous, while the Spring idea at Murray-Kay's was emphasized by white lattice-work extending from pillars and eases and twined with lacey vines and small, bright flowers.

Suggestions for Your Easter Advertising















Easter gives fitting scope for decorative work such as is shown in the Hudson's Bay Co.'s (Winnipeg) ad. Reading matter is also excellent. Variations in treatment to good effect are seen in the rest.

Gnatt's Oak and Beech Sprays







This window shows the effective use of Gnatt's American Oak and Beech Sprays

Oak Sprays

Made in Green, Red, Brown and Tan. Only first quality sprays used.

Beech Sprays

Are fire-proofed and everlasting. Can be used many times.

EFFECTIVE AND ECONOMICAL

You can get the best possible effects for store windows, inside store decorations, banquet halls, roof gardens, summer gardens and house decorations.

They are not artificial. They are Nature's actual work and cannot be improved upon. We preserve and fireproof them so that they will last indefinitely. The supply is limited and we suggest you place your order with your decorative supply or wholesale florists' supply house early.

Put Up In Handy 25, 50 and 100-lb. Boxes

This year we are packing our entire product in three sizes of boxes, 25 lbs., 50 lbs. and 100 lbs., all ready to ship. This means that the goods come to you as originally packed, with no chance of lost leaves through frequent handling.

Great care is taken in selecting only the best sprays and our expert packers assure you the best goods you have ever had. We deal in only first quality goods.

DALE ESTATE, Brampton, Ont., Canadian Distributors

Manufactured By THE OVE GNATT COMPANY - - Hammond, Indiana



57-F—Skirt Form, $10.00.

New York's Latest and Most Dignified Forms

DRESS FORM WITH ENAMELLED BUST

This New Dress Form (42-F.S.) is duplicate of New York's latest, with the Richardson quality of material and workmanship. The form is covered with Enameled Cloth—the coming finish—and is washable, unbreakable, and absolutely correct in measurement.

The form is perfectly made and will make your displays particularly noticeable and effective. Is made especially for **WIDE SKIRT**, with feet for shoes and stockings.



42-FS—New Dress Form, $14.00.

SKIRT FORM 57-F

Velvet band top, weighted feet. Stands firm. Adjustable.

Send your orders now—prices may advance.

You will always be a little ahead by getting your display forms and fixtures from Richardson's. Order now—for immediate delivery. Leaflet showing these and other new forms on request.

A. S. RICHARDSON & CO., 99-101 ONTARIO ST TORONTO, ONT

Your Windows—Inside and Outside

It seems hardly necessary to tell you that the outside appearance of your show windows is just as important as the inside. Possibly your otherwise attractive front is spoiled by an ill-fitting out-of-date awning.

OUR "PATENT GEAR" ROLLER AWNING

will give your front a finish worthy of the best interior display you can make.

Now in use from Victoria to Halifax.

If you need awnings this Spring you should order early to guarantee delivery. Full information on request.

J. J. TURNER & SONS

Peterborough, Ont.



50 foot "Patent Gear" Awning on our front



Get them from

DALE'S

and you are sure of getting the most attractively made, up-to-date

Wax Figures

or the newest

Model Display Forms

Anything in the way of wood or metal Display Fixtures from Dale's is beautifully finished and high class. Write us To-day.

The Dale Wax Figure Co., Ltd.

TORONTO

Canada's Leading Display Fixture House

MONTREAL SHOWROOMS: 144 BLEURY STREET

Great Success

Our new enamel forms are making a big hit in showing new spring gowns and waists.

The forms are beautiful.

Prices very reasonable.

Our folder mailed upon request.



One of our beautiful models

Delfosse & Co.

247-249 Craig St. West

Factory: 1 to 19 Hermine St.

Montreal

SPECIAL NOTICE

Wax figures repaired, retinted and hair dressed.

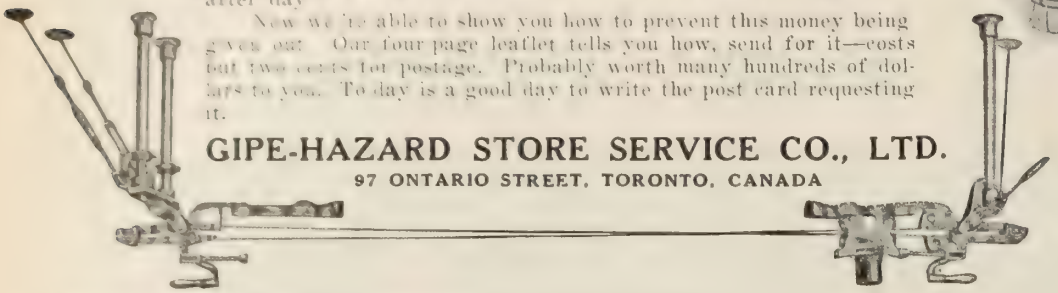
Gipe-Hazard Service—

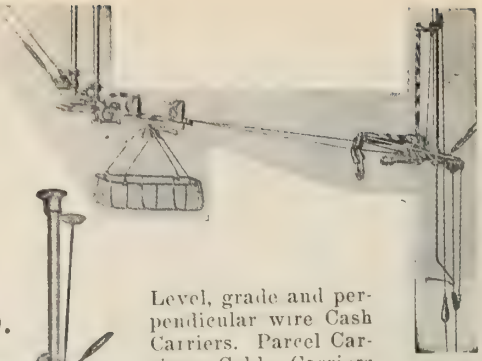
Doesn't it gall you to think that your good money is often given away, unintentionally, though it may be, by those who make change in your store? A dime here, a quarter there, and a dollar bill every now and then—thus your money carefully given away—and the mistakes go on and on day after day.

Now we're able to show you how to prevent this money being given out. Our four page leaflet tells you how, send for it—costs but two cents for postage. Probably worth many hundreds of dollars to you. To-day is a good day to write the post card requesting it.

GIPE-HAZARD STORE SERVICE CO., LTD.

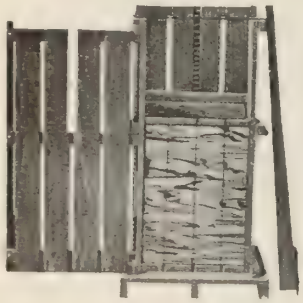
97 ONTARIO STREET, TORONTO, CANADA





Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes

Your Waste Paper Is Worth Dollars to You



Save those dollars, time and inconvenience by installing the

JEWEL PAPER BALER

The first cost is the last cost, your waste becomes a continuous source of revenue and the baler a permanent convenience.

A card will bring all particulars re baler and your best market.

General Sales Co.

Stair Building, Toronto

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.

143-153 University Ave. - TORONTO, CANADA

37 Years Making Display Fixtures

ONKEN YOUNITS INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

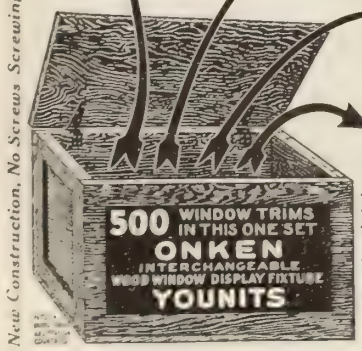
NO MATTER WHAT BUSINESS YOU ARE IN

We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?



New Construction, No Screws Screwing into Wood.

Here are some of the different Show Window Sets we make.

Set for Dry Goods Windows
Set for General Store Windows
Set for Furnishing Windows
Set for Clothing Windows
Set for Shoe Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.



Waste Paper $13.00 a ton.

A

"Climax"

All Steel Fireproof

Baling Press will convert your waste into compact bales ready to ship and sell at the highest prices.

Ask us for information.

Climax Baler Co.

Hamilton, Ontario



Write for samples of

S. P. B. Bags

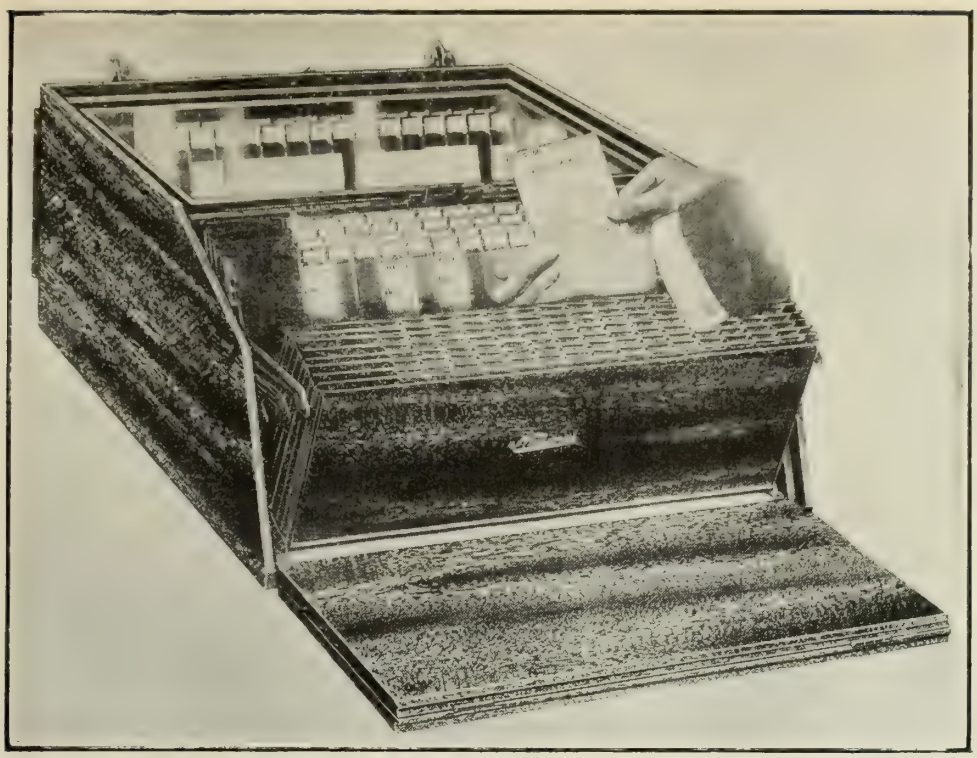
and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags

for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags



A New N.C.R. Invention

as important to you as your telephone or cash register

It's a new credit file that *safeguards* your credit business—in a better, easier, safer, quicker way than you thought possible.

It is so simple that anyone can operate it.

It is so speedy that all entries are made in the presence of the customer, who leaves with a statement of the purchase—plus a record of the balance carried forward.

It is so convenient that you can set it on any size counter, table or desk. The exact balance due from any customer is instantly available, and the file can be operated with one hand while the other holds the telephone receiver.

It is so complete that a true record of the whole credit business is always available in short order.

And this knowledge alone is worth more than the cost of the file.

It is so safe that records once filed in its locked compartment cannot be lost or destroyed. Records can be seen, but not tampered with.

A few weeks' use will pay for it.

There's nothing else like it, and it can be seen at the N. C. R. office near you, or a letter to us will bring you complete information.

See this new file or find out how it will stop your losses, please your customers, and relieve you of work and worry. Use the coupon.

The National Cash Register Company of Canada, Limited, Toronto, Ontario

Please send full information about your new Credit File.

We have about ..... Charge and C.O.D. Accounts.

Name .....

Firm .....

Address .....

.....

The National Cash Register Company of Canada, Limited

TORONTO, ONT.

FOOTWEAR DEPT.

EASTER FOOTWEAR

Prices Running Up to $14 in Many Lines of White, Grey and Brown Kid—"Bucka" Cloth For Easter Wear

EASTER footwear promises to be attractive in both novelty and fine staple types, but there is no telling where the leather prices are going to lead us. If they take us very much farther we shall surely have to go bare-footed or wear canvas. Shoes are actually to be up to $20 in Toronto this year. Of course that is for a nicely cut grey shoe, but it is twenty dollars for one pair, nevertheless. Even all-canvas will range around the $5 mark and other clothes are already selling as high as $14. These are well cut in white, brown and grey shades.

Many other materials than canvas have come into the running and are designed for good wear as well as nobby appearance. Anywhere from 80c to $7 a yard is paid by manufacturers for these cloths, and when only four pair at most may be cut from a yard, it is not surprising that high cloth shoes requiring a good deal of hand work, are reaching such heights in price.

One of these materials is called "bucka" cloth because of its resemblance to buckskin. In a canary shade with patent vamp it makes up one of the newest Easter lines.

Another cloth is called "dreadnought"; it is a waterproof cravenette. One neat model had brown vamp with white top and even at a very short distance resembled kid.

Low Heeled English Walking Shoe

Duck and canvas will be used a great deal for both high and low shoes. High cuts of all classes average around 7 and 8 inches in height and for dressy occasions high heels remain. Many of the English walking type of shoe, with low or no heel at all, are worn even now and are expected to be seen more through the Spring and Summer than ever before for both street and sports wear. Oxfords in neat low effects, straight lacing and medium and low heels, and pumps, many of colonial type, are to be very popular.

Pumps Without Decoration

While fancy dress novelties both high and low sell readily, pumps strictly without decoration, but beautiful in cut with shield or straight vamp, are the newest in popularity.

White Strong For All Occasions

White promises to be stronger this Spring than ever before, and for all occasions. White buckskin, white kid and white canvas will all be seen in the drawing-room, on the street and at Summer resorts. A stylish looking shoe is of white canvas, but has fine white kid for fancy half tip and lower half of vamp. Greys and tans will constitute the bulk of the colored goods.

NEW PRICES FOR RUBBERS

Owing to the recent sudden advance in the price of rubber the 65-cent line of women's rubbers will be advanced to 69 or 70 cents; the 75-cent line will be 79 or 80 cents; men's 90-cent rubbers will be $1 and the dollar line $1.10. Some dealers have been carrying a line of 50-cent women's rubbers in which the rubber is not of the very finest quality. It is thought that these may be had at the old figure for a few months yet. The above advances are quite reasonable since the advance in rubber is 15% to 20%.

There are indications of patent leather coming back to favor for dressy shoes. Black patent combined with white kid make some of the highest priced models at present.

Will Not Stock "Mules" Again

All kinds of house and boudoir footwear sold unusually well through the past Winter. Silk, satin, felt and wool in both house shoes and slippers are popular, but no big demand was found for mules. These do not seem to be practical enough for Canadian trade. One large firm does not intend to include them in its next season's stock at all.

ACROSS THE BORDER

Cloth Tops Selling Well in New York, Owing to Kid Prices—Two-Tone Effects For Sports Wear

NEW YORK makes special mention of the full bloom of cloth tops—due to the very high price of colored kid and the scarcity of buckskin. Cloth in grey and champagne with vamps to match, in fawn with Havana brown kid foxing, or in silver with grey kid vamps are popular lines for Spring. Heights are from 8½ to 10 inches. Black and white combinations are good again. Evening slippers of white, flesh, pink and some of green and deep blue are selling well; all patent colt with rhinestone buckles and black with colors in dress low cuts, ornamented with beads are favored also.

BOSTON stores were scarcely able to keep up with the demand for ladies' skating shoes this Winter. The sale of tan walking boots was greater this Winter than a year ago, being about equal to the sale of black boots. Boston prefers one color boots to combinations in kid, though the two-color effects are reported as still selling. Grey is the leader with dark shades of brown popular also. Ivory kid is scarce but sells readily where found. Patent or tan calf vamps with buckskin tops continue being worn. Patent leather and novelty evening pumps and slippers are

selling strongly. One line especially attractive is a plain grey buckskin pump for which separate novelty buckles are frequently purchased.

CHICAGO, too, favors greys, browns and white for Spring in red, calf or canvas. Two-tone effects are prominent there for sports wear. Skating boots have sold best in white, black and tan calfskin, though some were worn in grey and white buckskin. A tendency is noticeable for boots for evening wear in satins and kids heavily beaded on both vamp and lace-stay. Both black and colors are taken.

1830 INFLUENCE IN PARIS

IN PARIS the fashion openings of the past month brought out the 1830 influence in footwear. The boots are very low, with toes slightly squared and heels high. Satin, shantung and linen appear frequently for uppers and are embroidered.

AS THEY DISEMBARK FROM EUROPE

(Continued from page 56.)

Beyond doubt, however, the dominant style note in Parisian trimmings appear in the wing motif, also in feather mounts built on the same general plan. The wings are not natural bird wings, but created from well-chosen feathers and quills attached to supporting frames of very light material. Some smaller, some larger and more widespread wing designs are shown, and color variety is considerable, usually pronounced in tone, but not glaring or violent, though very varied. Cerises and delicate creamy white wings are prominent, also some quite pronounced reds. In mounts built of feather materials, the same color motifs prevail.

In the Submarine's Path

MR. H. D. TOD, manager of the Thompson Lace & Veiling Co., lives to tell the tale of an exciting return trip from Europe, made during the most critical period in history up to the present. Mr. Tod is modest as to his courage in taking the trip and making his way into Switzerland in times like these, nevertheless, he is fully aware of the extreme dangers which surrounded him. On previous journeys to the Old Land a buying trip was considered to combine with it a good deal of pleasure and sociability with buying confreres by the way, but now-a-days, he who would buy is on business bent, for few indeed are the comrades sailing. Mr. Tod found just an odd one or two from his home country and was himself the only one to go through to Switzerland. Foreign buyers every place, he reports, were very scarce. This fact added to the great transportation dangers will make European goods of all kinds in poor supply here this year.

"Factories and labor are exceptionally scarce, and women are doing all the work everywhere," said Mr. Tod, referring to England, France and Switzerland. "And yet every effort is being put forth to attract buyers from the West, for a more elaborate and expensive class of goods is being shown this year than last."

Mr. Tod was struck with the appalling amount of mourning being worn in France. The proportion of mourning to colors there is as colors to mourning here. "The war has meant more to France than we can ever realize over here," he said.

Mourning Styles in France

Naturally he took some notice of what constituted mourning fashion, and he discovered veils with jet inserts in the border. He also noticed that many of the widows wore bonnets with long veils of Georgette and touches of white around the face.

Saw Boat Shelled by Submarine

The return journey began on the C.P.R. liner Missanabie at Liverpool on February 1st the very beginning of the submarine "blockade." A boat on fire which was thought to be the Saturnia was sighted the first day, also another being shelled by a submarine. The following Sunday morning the Floridian could be seen under shell fire and a little later, the passengers of the Missanabie witnessed the blowing up of a tramp steamer.

During the first night off the coast of Ireland the Missanabie answered seven S.O.S. calls, and was in communication with the California when it was being sunk; a wireless was received, too, stating that the Rhyndam had gone back to New York, not wishing to chance being sunk, which was evidently a wise action since no protection for it was to be seen.

Captain at Post First Three Nights

The Missanabie was escorted out of the danger zone by a destroyer, and her captain stayed at his post throughout the first three nights. The journey was quiet after the first 300 miles from the coast of Ireland.

"Shipping conditions are bad in every way," said Mr. Tod, "and it is only the fact that orders are big that keeps things going so well as they are."

British Keen For Export

A REPRESENTATIVE of R. Walker & Sons, Leicester, England, makers of Woisey underwear, passed through Canada towards the end of February to report to the British Consul at New York,—under the strict regulations governing all who leave that country now.

Mr. Floate had an interesting story to tell of industrial conditions in England, but nowhere is there a sign—however heavy the obligations on the mills to provide sinews of war,—to default a little of their hold upon the markets of the world.

Where male help is all-important, as in the spinning industry, conditions of output are bad; in knit goods manufacture, however, it is mainly female help that is required, and his own mills, Mr. Floate said, had increased their output from 4,000 to 6,000 dozen garments a week.

"There has been a great increase in the demand for underwear and hosiery since the war, owing to the heavy purchases made by relatives for the soldiers."

So far as war work is concerned, there is no alternative: every mill is compelled to take its share, at a price determined, practically, by the Government, for each new contract, and the mills are even told where they must buy wool or yarn, and the price now fixed for this.

An inspector, or as he is called in England, a "viewer," is in charge at each factory, and a severe test is made, so that not more than two ounces of underweight is allowed in a dozen garments.

Mr. Floate was amazed at the big dry goods establishments in Canada, strung across the country. He visited St. John, Montreal, Toronto, Ottawa, Hamilton, London, Winnipeg, Calgary, Edmonton and Vancouver.

SPECIALIZING IN EASTERTIDE NECKWEAR

Customers of Exclusive and Exacting Taste Require to be Closely Studied—Announcements Achieve Results—Scrupulous Courtesy is Required of Sales Girls — Styles Must be Up to the Minute and Absolutely Distinct

Based on interview with John R. Rogers, department manager and buyer for Ogilvy's, Montreal

AT Eastertide the idea of new neckwear comes to lovely woman as the need for new petals comes to the lilies, and the selling of neckwear becomes a fascinating function of the retail dry goods business. Since all new neckwear is in demand to a great extent at Easter, it is worth while noting a special feature of the demand, and a special branch of the business of selling neckwear—that of supplying the needs of the tailor-made woman, the woman of critical and exacting taste who cannot be tempted into a purchase by frills and fancy work, but whose demand is for the subtler satisfaction of the feminine sense of dress-perfection that comes through the delicate and chaste delight of contemplating the styles of neckwear so daintily designed in these days for wear with the neatest of tailor-made apparel.



MR. "JACK" ROGERS.

Buyer for and manager of Neckwear Dept. of Ogilvy's, Montreal.

A Specialist's Ideas.

John R. Rogers, known from coast to coast of Canada as just "Jack," is buyer and department manager for Jas. A. Ogilvy & Sons, Ltd., Montreal, in the department of neckwear, and he is a specialist in neckwear for the tailor-made woman. Not that his department does not stock the frilly and fluffy styles of neckwear in all their variety, but simply that it is in the chaste and more simple styles of neckwear that Mr. Rogers aims to meet the demand of the most exclusive dressers. A glance at Ogilvy's department display reveals a strikingly large proportion of exquisitely simple styles in ladies' neckwear. Square sailor-collar effects are very predominant in this department at time of writing, hemstitched, and with picot edge, showing pleats, and pin-tucks, and box pleats in abundant variety, but always inclining towards the daintily chaste in design. Here and there are some styles in Georgette with tiny seed buttons, a very simple embellishment, and then there are some with a little lace trimming. The main appeal, however, is beyond doubt to the tailor-made woman. Why?

Woman's Way.

The answer is best given in Mr. Rogers' own words:

"Little women like these styles because they make them look smarter and larger women like them because they make their figures look slighter."

Therein lies a secret of success in selling neckwear at Easter or any other time. The secret is to study the customers' tastes, and learn the deep-down-where-they-live reasons for their buying. In eighteen years unswerving attachment to Ogilvy's Mr. Rogers has had opportunity to study customers very closely indeed, and has in fact watched some customers growing up from little girlhood to maidenhood, marriage, and motherhood, and he has gained by the study of their developing tastes. The statement gives the impression that the neckwear department manager of Ogilvy's is a very old man, but all who know "Jack" Rogers know that he is still very much on the sunny side of manhood.

Quality Counts.

In catering for the tailor-made trade in ladies neckwear quality counts. This Mr. Rogers has found. "Buy-



A Neckwear Novelty

Made of Canton silk with the popular multi-colored spot design; bordered with folds of white satin ribbon; fancy porcelain trimming buttons. Shown by A. Bruce Finnie & Co.



View of the neckwear department of Ogilvy's.

ing is very important," he says. "Three representatives of neckwear concerns called on me this morning, and of all their showings I bought but a trifling amount. Why? Because they fell short of the exclusiveness required in the styles Ogilvy's must have to meet our patrons' tastes. The tailor-made woman is exacting and exclusive in her ideas. We must be able to give her not only a selection, but also satisfaction. Our buying has to be done most carefully, and we specialize in the quality of exclusiveness."

Same Patience to 25-Cent as $25 Customer.

"In meeting the demand of the exclusive and exacting woman customer who has money to gratify her tastes to the highest degree, we do not forget the customer whose taste is towards the softer, more elaborately ornate and 'lacier' neckwear. In achieving this end we have a policy of courtesy towards the customer paying little money upon which great stress is laid. Our salesgirls are trained to exercise the utmost patience and show the greatest courtesy to the 25-cent customer as well as to the $25 customer at the neckwear counters.

Two Sides to the Department.

"It becomes necessary with such widely different tastes to meet, that we segregate the customers a little, for the lady who is buying a $19 piece of neckwear to go with a most perfectly tailored suit is apt to look askance at the girl who comes in for a bit of new laciness in neckwear with which to fascinate her new sweetheart. For this reason we divide our department unobtrusively into two distinct divisions. The cheaper class of goods are on one side, and on the other side are ranged the higher priced lines. Thus, there is no noticeable contact or mingling of the two classes of customers, and neither side is ruffled or ill-at-ease. This distinction is exceedingly delicately drawn, and the training of the salesgirls in infinite courtesy to all customers alike is valuable in the matter."

Announcements at Easter.

"In making announcements of our events in the neckwear department, such as in February or at Easter, we use the daily press almost exclusively, but issue store pamphlets also to customers. Our announcements are often in simple, bold type matter, but sometimes they are illustrated with sketches showing the styles in carefully drawn detail, and these sketches we have done right in the department from goods to be placed on sale. Results certainly reach us in abundance from our announcements, and the reputation of Ogilvy's for exclusive neckwear styles is maintained, and upheld both by our goods and our advertising of them.

What is Being Worn this Easter.

"For the present season I notice a big feature in the new material named 'Kool-On' cloth for neckwear. This promises to be one of the very biggest features. Georgette, however, is keeping well to the front also, and crepe-de-chine is very popular, also the Swiss organdies. Broadcloth is dead for the time being. The demand for this line has disappeared. This Easter will find pique being shown in increasing quantity in neckwear departments, and the task of securing exclusive styles is a ceaseless one. I am in constant touch with the principal European, and American, makers, and also with some of our leading Canadian manufacturers of neckwear, and I may say that Ogilvy's exercises a preference wherever possible for Canadian-made neckwear. We find much of it as good as the best, but are compelled in search for the most exclusive styles to draw on the European and American markets also.

"We are just entering upon our displays of ostrich and marabou ruffs for Spring," added Mr. Rogers, indicating a generous proportion of his department devoted to these goods, "but you will notice that the tailor-made woman's taste still dominates our demand. Always we have all kinds of the simpler, costlier, more chaste and refined styles even in ostrich and marabou, quiet black and white effects, no gaudy colors, delicacy and refinement always evident.

In Love With His Work.

Mr. Rogers' reference to the fact that he had studied the taste of customers from days when as little girls they timidly asked him for sample clippings to make into dolly-dresses, until these days when as young matrons they are buying pretty things for their own babies, and still at Ogilvy's, suggested the comment that he had an extensive experience of the firm's service. In eighteen years

(Continued on page 88.)

This Department Illustrates Samples of Easter Neckwear





The Illustrations

1. *Nothing is neater than this tailored white piquc set, with oval pearl buttons. Made by Flett, Lowndes & Co.*
2. *New tucked sailor collar of crepe de chine finished with tie ends. From Phoenix Novelry Co.*
3. *Cerise ribbon stripes, outlined with black, strike a new sports note in this white crepe de chine net-lined model from A. & T. Hall.*
4. *Georgette crepe with round back and lapels; dainty lace trimming. Shown by Rogers, Frankfort Co.*
5. *Dressy set of cream silk and wool San Toy with guipure lace and white wool-embroidered polka spots. From A. T. Reid Co.*
6. *Deep Georgette sailor collar edged with val. lace and showing new tendency for fine tucks. From Williams, Greene & Rome Co., Kitchener.*

Neckwear Dons Bright

FOR Easter trade neckwear has donned all the brilliant colors that are prevalent in other apparel. Gold shades, Shadowlawn or Spring green, French blue and cherry are all shown. The materials remain as before, for the most part, Georgette and crepe de chine. Combinations of these bright shades with white, ivory or biege are very smart. Sometimes a touch of further brightness is added in tiny silver, gold, pearl or fancy porcelain buttons. These are in the great majority of cases, flat sailor shapes deep in the back, occasionally broad as well as deep, and with the back the main part of the collar. Jabot fronts are shown, too, but these are usually in the all-white or ivory collars, notwithstanding the sudden "attack" of color, white remains in big demand.



Novelty models are shown on Khaki-Kool, Yo San, Canton, satin and other silks, sometimes with fancy stripe or spot patterns. Silk poplin and silk and wool mixtures, and French all-wool poplin, especially in white, are also made up into fascinating models.

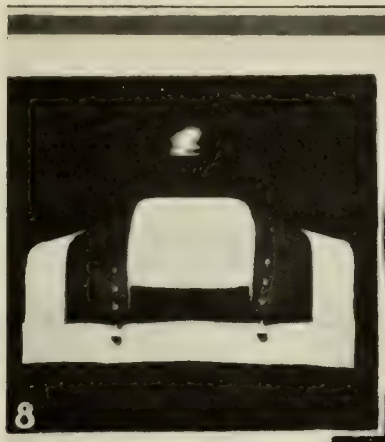
Pique and organdie remain very strong, too, and especially with cuffs to match are attractive for the new suits.

The Gauntlet Cut

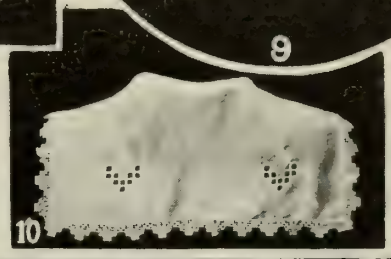
The newest style of cuff is the gauntlet cut; it has a straight two-inch band with a top flaring upward and outward, and may be trimmed with very small pearl buttons and lace edging.

New middy ties are worn with other types of blouse than the middy. These ties are large triangles of colored silk. Shantung or Yo San are the newest—with Oriental















The Illustrations

7. Successful double collar effect with hemstitching and touch of Paisley; Georgette crepe. Made by Ladies' Wear Limited.

8. Bright colors are smart. Model of Paddy green crepe de chine and champagne Georgette; double collar; tiny silver buttons and tassels. From R. D. Fairbairn & Co., Ltd.

9. Swiss model of novel design in double style and deep points. Shown by Muser Bros. (Canada), Limited, Montreal.

10. Swiss embroidered Georgette with delicate filet edging. From Sterling Lace & Novelty Co.

11. Large white satin model with new fish tail points; hand-embroidered in back. Made by F. C. Daniel & Co.

12. New combination of white Kool cloth (silk repp), with deep rose heavy rajah ties and border across the back. From T. H. Birmingham & Co., Ltd.

13. Dressy cape collar of crea msatin with cream Georgette pleating picoted and hemstitched on. From Novelty Lace & Veiling Co.

14. Shown on page 84.

Hues For Easter Time

designs in the three corners. The large angle may be worn back or front in draped shawl effect, taking the place of a collar.

Stocks in New Effects

Then stocks are shown in new effects, too. The hunting stock is particularly smart in Yo San or Shantung of natural or the popular bright shades. This has long, straight ends secured by one tie at the neck and a bar or stick-pin. Dressy stocks of Brussels net, with a full jabot front, fourteen inches wide and straight across the end, with a silver, gold or thread embroidered pattern are shown in all the prominent stores.

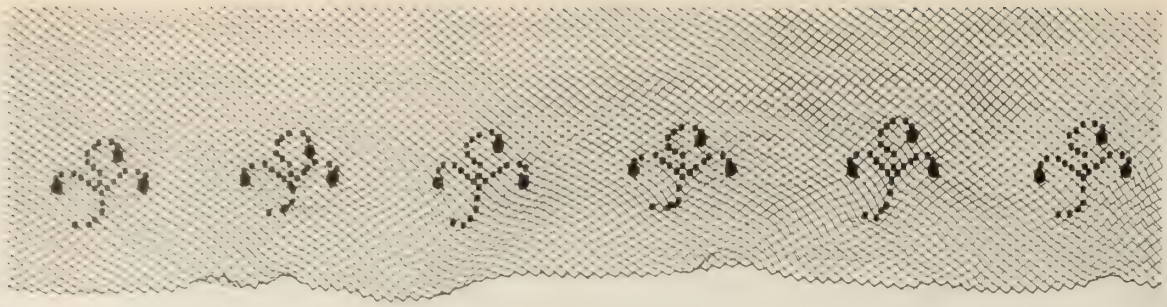
A similar jabot of silk net is shown with a flat ivory satin collar with round neck and concave-scalloped edge; when displayed over a delicate colored simple Georgette gown this model is exceptionally attractive. It is fastened in the back.

Of collars fastened on the shoulder, Stitt's have found the ivory satin cowl collar to be very popular. It is usually without trimming of any kind. The organdie collar cut in deep sailor style back and front, with shoulder fastening and round neck is shown in the neckwear departments and attached to Summer frocks as well.

Pongee, Shantung, Yo San, any of the raw silks in fact, made with filet or Irish crochet insets or edgings are good.

Combinations of Contrasting Materials

Combinations of two materials of contrasting shade or white and one color are shown a great deal in collars cut with front ends for tying white pique with old rose pongee; white Georgette with beige border and ties of crepe de chine; Khaki-Kool in ivory and tan; grey and old rose Georgette, beige Georgette and Spring green crepe de chine; beige broadcloth and blue Georgette are all combinations strongly featured.



Chenille dots arranged in neat border patterns on filet mesh. From Ladies' Wear, Ltd.

SPECIALIZING IN EASTERTIDE NECKWEAR

(Continued from page 85)

His interest in his department has not flagged, and to-day he is a man in love with his work, and happy in it. His enthusiasm for displays, for upholding the standards of "Ogilvy" service to the customers, and for the advertising of his department's dainty wares is with him a passion as well as a profession. Some of his advertisements and methods of display are here illustrated.

HIGH COLORS IN GLOVES COMING?

May Cross the Border For Summer—Novel Touches at the Wrist

IN THE South, where Spring fashions are being tried out, even gloves have succumbed to the color craze. Purple, green, gold, rose and blue are the favorite shades. Gold should really be put first, for gold-colored hats, blouses, skirts, hose, sweaters, parasols, pocket-books and other accessories are quite a feature. White, glace or black gloves have gold-colored bandalettes and embroidery.

For evening wear, however, long gloves are not worn at all, so that the merchant may still retain his stock of them as part of his store display equipment and use them to attract attention in the glove department. Stores in the South display brilliant strands of beads in contrasting colors along with their gloves—since the fashionable ladies **must** have beads this season.

Those bright-hued gloves will probably cross the line some way or other when Summer comes to us, but meanwhile our gloves are staple types—black, white, tan and grey—with some novel touches of the wrist at times. One pair of white ones goes a little farther, it has the three rows of embroidery on the back done with scarlet and black; another pair has blue and black. Some French samples in white have Saxe cuffs, side vent, wrist strap and pearl dome fastener. Then there are washable capes in white, mastic, pearl, tan, battleship grey and mink.

WIDE RIBBONS FOR EASTER

Used for Accessories As They Were at Christmas Time

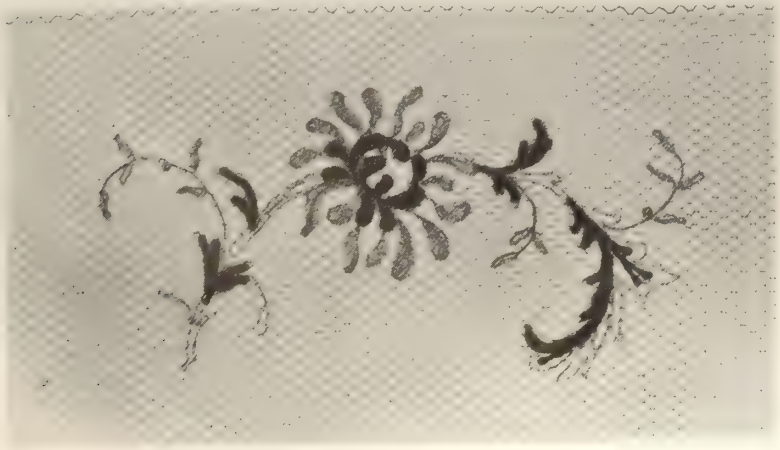
RIBBONS continue in increasing demand. Toronto wholesalers report a remarkably big season in progress. The main item is still narrow widths and those largely in grosgrains and failles. Demand is also active for velvet ribbon of 4 and 7 lignes and to some extent for 2½ lignes. Demand for Delft blue, pink and old rose makes these shades more scarce than others, though all shares are good.

Interest in wide ribbons is increasing, mostly in fancies. Houses with stocks of wides already on hand have forced this interest by showing goods with wide ribbon trimmings along with the effects more in demand. They also purchase a few new lines to freshen old stocks. Everything is being done to stimulate the signs of life. These fancy wide effects are used a good deal for Easter accessories as they were at Christmas time—especially for fancy bags. Persians are taken a good deal for hat crowns. Moires in shot and fancy effects interest the millinery trade; fancy stripes and plain satins in pastel shades are for the gown makers.

STANLEY MILLS & CO. PLAN EXTENSION

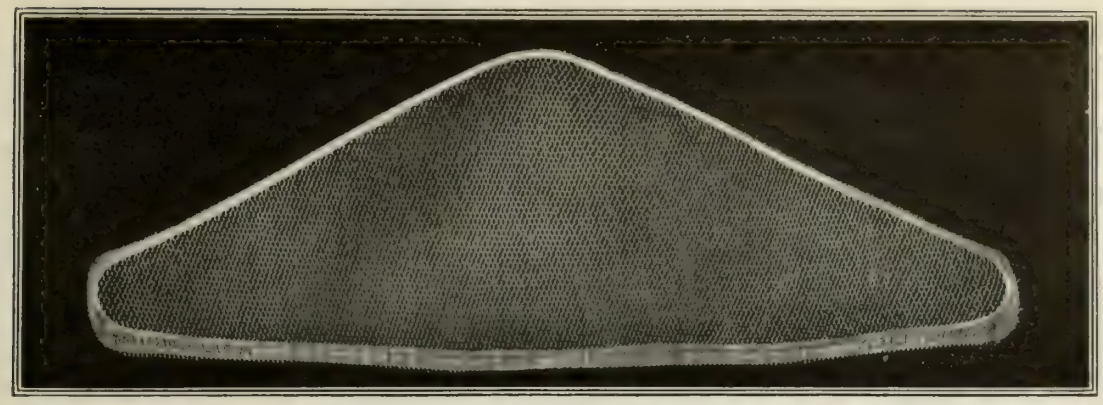
A BIG property deal has gone through in Hamilton by which the department store of Stanley Mills & Company secured possession of a frontage of over 180 ft. It is not the intention of the firm to extend their premises immediately but they are looking towards the future. This would give them a stretch from their present stand to the "Right House" building. Up to the present time the firm has owned the stores occupied by Woolworths, and Bowles Lunch.

Spring Veil, a Paris Importation



Green silk and gold thread are stitched into this effective motif which appears just once in each veil—at the top front. Imported by Thompson Lace and Veiling Co.

IT DEFIES MARCH WINDS



This popular veil is one which fits—every inch of it—and is becoming with its large, soft mesh. The rounded top-front fits over the hat-brim and at the back too there is no surplus material. Shown by Canada Veiling Co.

Veils for Easter

PARIS lingers over silver threads and gold in all her veiling nets and net trimmings, though colors are combined with the metallic effects to a greater extent than they were a season ago. The motif of silver or gold with colors embroidered at the top front of the veil for hat trimming is quite the popular thing for Easter wear. Silver and green is a particularly favored combination. So say buyers just returned from across the troubled waters, and supplies of these have come safely to Canada, along with the buyers.



The fact that these new models may be retailed at less than two dollars is in their favor, too. Of course very elaborate, heavily embroidered colored and gold effects are to be had also.

White thread run designs on dark meshes are smart, too, and are shown in Europe as well as in Canada. Steel and bead trimming is very noticeable in imported veiling and millinery, too.

The great range of tins and shades in tulle, net and Malines, the rich embroideries, beadwork and laces are of a more expensive class of these materials than shown last season, and bespeak a confidence in the outcome of economic conditions, despite the perils of land and sea.

HANDKERCHIEFS

Deep Colorings Proving Splendid Sellers—Blue Bird Design Revived—Advanced Prices.

IT becomes more apparent that variety and novelty of design are to be the compensation for depreciation of linen supplies and higher prices for both linen and crepe de chine.

The plain hemstitched crepe de chine handkerchiefs which retailed last Christmas at 25c, are to have a little touch of embroidery in one corner and retail at 30c and 35c this season, since manufacturers say they cannot supply the old quality at the old price. Handkerchiefs which sold at 20c during the Winter and were made of "chin chin" crepe—that is plain silk with the crepe effect pressed in instead of woven—retail now at 25c.

The deep colorings as illustrated in last month's DRY GOODS REVIEW are spreading rapidly; so too are the "La Rose" designs described there, so that it appears as if these brilliant colors will meet with public approval.

Another novelty just arrived is the pocket handkerchief—that is a handkerchief with a tiny pocket in one corner. This is quite a fancy at Atlantic City. The blue bird is revived again in handkerchief corners, and these are selling well for Spring trade. The bright blues natural to the bird are shown and sometimes two birds on one corner.

In New York Shops

NEW YORK, March 3.—Brilliant colors have come to be taken quite as a matter of course. Everything for Easter must be highly colored—even neckwear and hosiery. Loeser's are featuring collars in all the new shades and soft tones as well, of such materials as pongee, striped crash cloth, colored lawns, Georgettes, organdies and batistes.

Wanamaker's, too, have novelties with Japanese embroidery in reds, greens, violet, yellow, etc. Some have painted beads strung on brightly colored backgrounds.

The "fish tail" collar is new, too. In any material heavier than Georgette, the long points back and front in this style are quite pretty. In front they half hide a flat black bow.

Large circular and fancy mesh veils remain popular, with embroidery motifs or chenille borders. A new design is the Shamrock, the pattern of which radiates in trailing vines upward from the chin.

* * *

Hose of Glaring Designs

Hose of solid colors in the leading shades and also of glaring designs are worn. These are in graduated circular stripes of black or white on colored grounds; in drop-stitch stripes with colored cross stripes; in "life-size" plaids. Lace insets with silk embroidery are good for evening wear.

The "Hosette" is the last word for sports wear. It is 14½ inches high, has a two-inch roll top which turns over the elastic garter and in some cases is lace or ribbon trimmed.

COVER DESIGN OF KHAKI KOOL

THE BACKGROUND of our cover design this issue is a life-sized reproduction from the much-talked-of Khaki-Kool, made by H. R. Mallinson & Co., New York.



Stands for the best in Silks and Satins.

We have in stock a complete range of the newest and latest Novlties in *Ribbons and Silk Fabrics.*

Buyers who omit to acquaint themselves with these striking new lines will overlook big profit-makers.

Plain Weaves—Fancy Weaves—Sport Effects.

Belding Paul Corticelli Limited

SALES OFFICES:

MONTREAL TORONTO WINNIPEG VANCOUVER

We manufacture Corticelli and Belding's Spool Silk. Also Ribbons, Braids, Tapes and Bindings.

NECKWEAR *and* BAGS

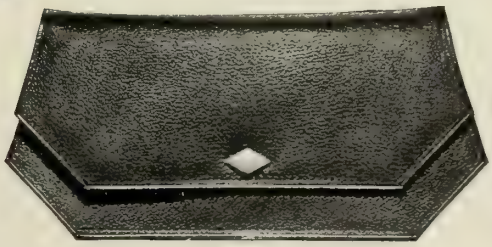
250 Styles of Neckwear in Georgette Voile Organdie Pique Satin



125 New Bags Leather and Silk with Steel Embroidery



Steel Embroidered $10.50 to $30.00 Doz.



Flat Pocket Books are one of the strong features of Dress Accessories for the Spring. We have a range at popular prices: $6.50 to $36.00 Doz.

MANUFACTURED BY

Flett, Lowndes & Co., Ltd.

142-144 Front Street West :: :: :: Toronto

The LACE GOODS COMPANY, Limited

Specialists in Laces Embroideries Handkerchiefs Curtain Nets, etc.

Sorting Trust us with an open order for any of the above lines. We can send you an assortment on approval. All that is necessary is to give us an idea of your requirements.

Handkerchiefs for Xmas 1917 now being shown. Don't fail to see them when our representative calls—and buy to insure delivery.

The LACE GOODS COMPANY, Limited

64 WELLINGTON STREET WEST TORONTO, ONTARIO

IMPORTERS AND MANUFACTURERS' AGENTS

For Immediate Delivery

Send us your order by mail or through one of our travellers for your Spring requirements in

Queen Quality
Italian Silk Lingerie



This is the celebrated line that has demonstrated the ability of a Canadian Mill to meet the demand of the highest class of trade.

By ordering "*Queen Quality*" you not only help along an important Canadian industry, but increase your profits by the saving of duty, reduction of freight charges and elimination of the expense and bother of complying with custom house formalities.

Queen Quality
Silk Gloves

are another line you should get acquainted with—a line that will increase the profits of your glove section. Both lines are made in Canada by the

St. Catharines Silk Mills
Limited

ST. CATHARINES - ONTARIO

Richard L. Baker & Co.

Sole Selling Agents

100 Wellington Street West, Toronto

RARE IDEAS

Phoenix Neckwear made good during the past year and will repeat the success during 1917 with rare ideas, exclusive styles, right quality and exceptional values.

Make preparation for 1917. Give prominence to Phoenix Novelties and Ladies' Neckwear.

—a dependable line, backed by a satisfactory service.

Phoenix Novelty Company

TORONTO, ONT.

Alexandre Glove Company

New Shipments of French Kid Gloves Arriving.

Provide now for your Easter Requirements.

Fabric Gloves

Lisle Cotton Silk

Hosiery

All Styles in Stock

MONTREAL

46 St. Alexander Street

TORONTO 77 York Street | QUEBEC 80 Rue du Pont | VANCOUVER 311 Metropolitan Bldg.



"Canadian Maid" Lines

VEILINGS	NECKWEAR
LACES	HAIR NETS
MALINES	EMBROIDERIES
CHIFFONS	HANDKERCHIEFS
NETTINGS	MILLINERY
SCARFS	NOVELTIES
BOUDOIR CAPS	TEA APRONS

Sample Assortments sent on request, prepaid.

Novelty Lace & Veiling Co.

76 Bay Street, Toronto

MAURICE A. TELLER MILTON J. TELLER



Wear-Right Gloves

SILK AND WASH FABRIC

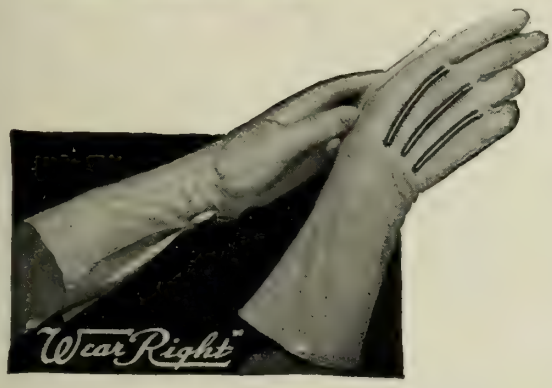
ADVANCE STYLES
SUPERIOR QUALITY
PERFECT FIT

ABSOLUTE SATISFACTION GUARANTEED

SEND US YOUR ORDERS OR ASK FOR SAMPLES.

Spot Deliveries





Wimelbacher & Rice

America's Largest Stock Glove House

39 Union Square
New York City

"See us when in America."



Stunning Ideas in Easter Neckwear

Finnie Quality



Georgette Crepe Sailor Collar, Trimmed with Silver Ornaments.

Our new creations for Easter have originality and snap. The designs are exquisitely rendered in the daintiest fabrics.

A few pieces of our range will put vim into your Easter sales and draw the women of your locality who are looking for exclusiveness in neckwear.

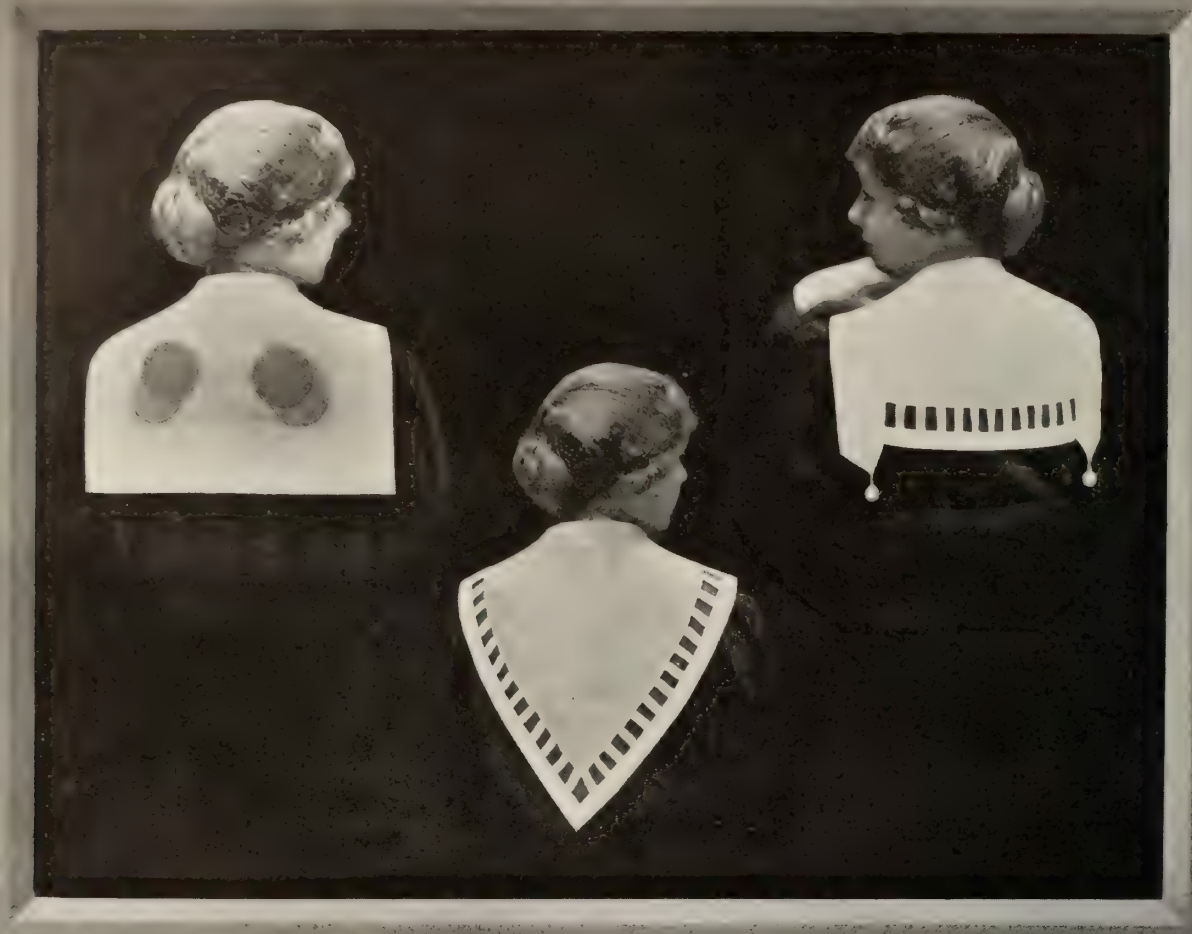
FINNIE Service is prompt and dependable — an All-Canada Service. Send us your orders.

Our range includes:

The newest shades in Georgette, Duchess Satin and Canton effects in single collars and sets.

Write for Samples.

A. BRUCE FINNIE & COMPANY Corner Craig and Gosford Streets MONTREAL QUEBEC



Distinctive Neckwear

LADIES' WEAR, LIMITED Makers TORONTO

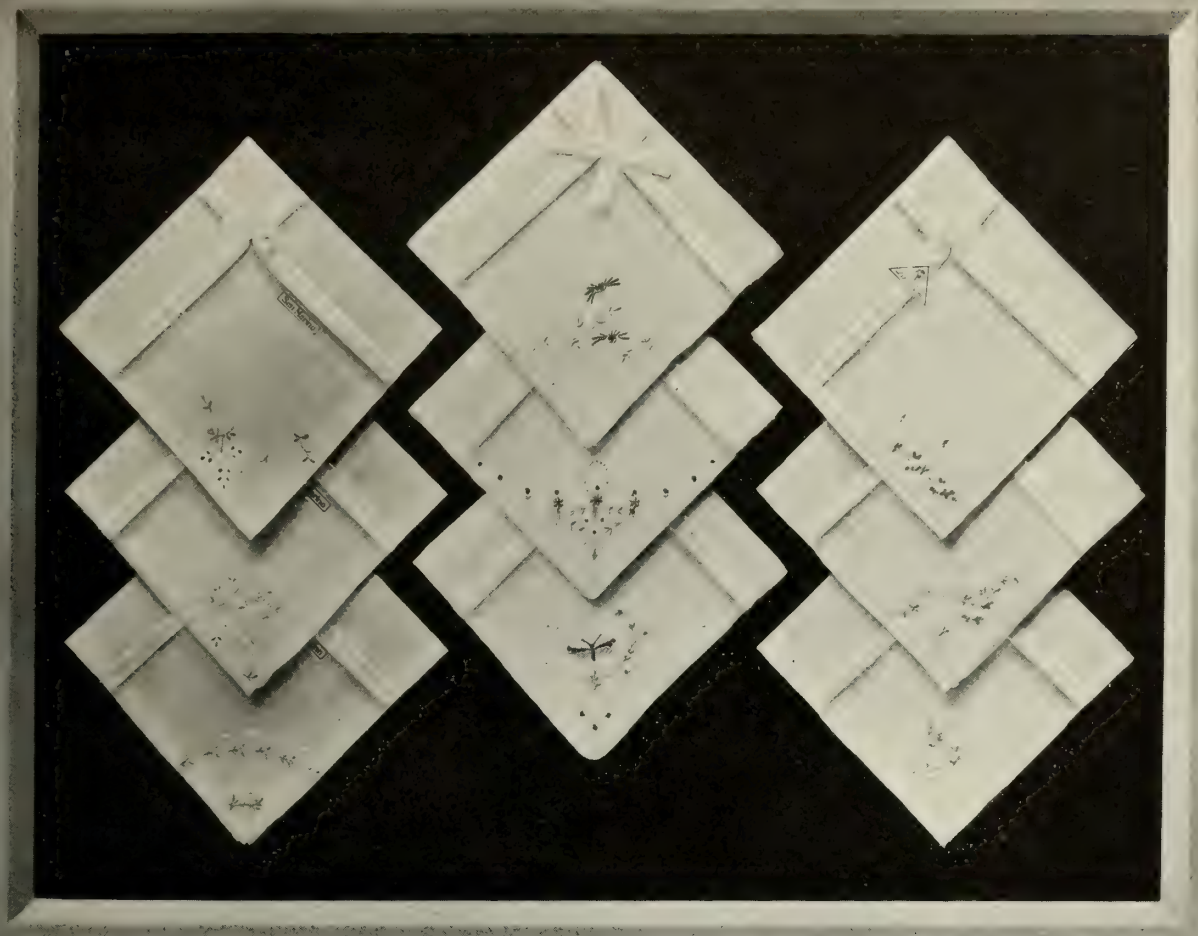
A MOST comprehensive range of novelty neckwear for Easter selling, in which all the new sport dots, stripes, khaki kool, century girl and spoke effects are represented. Our designers have excelled themselves this season in creating strictly novelty neck fixings which will give a tone of individuality to any Neckwear Department.

See our salesmen or call at our showrooms.

Ladies' Wear Limited

TORONTO, CANADA

W. F. Goforth, Managing Director 563 College Street



LADIES' WEAR LIMITED Makers TORONTO

Imported Ladies' Handkerchiefs

IN spite of war conditions we have been able to assemble a most complete showing of staple and novelty Handkerchiefs for Xmas trade, which far surpasses that of any previous season and prices equally as good.

The outstanding features in this range are San Marino Hem, Irish Hand Embroidery, in colors and plain white. This range can only be appreciated by seeing it.

Our salesmen are now on the road and will call on you at an early date.

Ladies' Wear Limited

TORONTO, CANADA

W. F. Goforth, Managing Director 563 College Street



Registered

EASTER GLOVES

"The Best Known and the Known Best"

That's the story which thousands of merchants have proved by results during the past *200 years*, and after all it is only results that convince.

Are you getting your share of the patronage of that great public who for their own satisfaction

INSIST ON DENT'S

Our Travellers are on the road with our full line of gloves for immediate and Fall Delivery.

Prompt Attention to Mail Orders.

NOTE NEW ADDRESS:

DENT, ALLCROFT & CO.

128 BLEURY STREET, MONTREAL



"Birmingham" *Smart Ideas in Original Neckwear*

TO say that our New Range of Spring and Easter Neckwear is "smart" is hardly adequate to describe the beauty and originality of this line. The rich simplicity of design, the exquisite finish and the quality of materials used, all combine to make that "loveliness" which attracts women to your store who are seeking that "something better."

Send an open order to-day you will be satisfied.

B3466—$30.00 doz. sets.

Georgette crepe trimmed with fillet lace and Hand Eb. dots—the new large cuff.

B3488—$18.00 doz.

Made in all shades, of fine Georgette, with inlaid Bk. chiffon and gold, and Hand Emb. pattern.

B3476 @ $15.00 doz.

Made of fine crepe de chine in all combinations of colors, Copen and white, rose and white, maize and white, green and white, maize and green, and finished with French Tassels. This shape can be worn wide in front to show buttons or trimmings on dress.

B3467 @ $24.00.

This in pastel shades, of Georgette, is the newest shape in the wide shoulder effect, pointed and trimmed with exceptional fine lace.

T. H. BIRMINGHAM & COMPANY, LIMITED, 93 Spadina Ave., Toronto

BETTER DELIVERIES FOR NEXT FALL

Restricted Orders Accepted by the Mills Should Ensure This — Combinations a Big Factor Next Year—Artificial Silk for Summer Far Behind—Talks With Supply Houses.

"THE over-ordering and consequently unfilled orders which did much to increase the uncertainty of business conditions last year, have resulted in the mills being much more conservative in the taking of orders this year," said a Canadian knit goods manufacturer to DRY GOODS REVIEW. Retailers may fairly expect then that orders accepted for Fall, 1917, will be filled, and pretty much on time.

"Of course, the big difficulty all through the trade is the shortage of labor," said the same manufacturer. "The prices for next Fall and Spring, 1918, delivery will be maintained so far as present orders in process are concerned, but all the raw material available has been sold up by the mills, so that repeat orders will necessarily be based upon any advances that may occur to the manufacturer.



New Striped Silk Hosiery

Fine dignified stripes will be worn at Easter by the better class of purchasers. These are for street and dress occasions.

"Prices seem to be top-notch now and with the present embargo on wool there is no possibility of a reduction. Indeed, an order of wool gloves from Scotland may not come at all. I doubt if I shall get a dozen pair," said a Toronto wholesaler.

Hosiery for next Fall and also for Spring, 1918, is reported as being turned out in fair quantities already, considering the difficulties. Deliveries are slow, of course, due to labor conditions at the mills. "But I am afraid the prices will be surprising to many," said another manufacturer.

Combinations a Big Factor in 1918

As to underwear, the same gentleman remarked that combinations are gaining a stronger hold on the market than ever before, in all classes of goods, both men's and women's, and even in heavy rib. For another season combinations will be a real factor and samples are already being developed for the Fall of 1918. For that season the demand is for combinations and all lines in light and heavy weights, so that the very busy period for the mills is expected to continue for some time to come."

Summer deliveries of artificial silk are away behind. This is a department of whose mention manufacturers don a troubled look. "I wish we had one-tenth of our orders filled," said one. "We cannot get the raw material, and prices have advanced tremendously."

No Advance in Fifteen Minutes

"When was the latest advance?" asked DRY GOODS REVIEW.

"That is a difficult question," was the response. "I have not had a wire from New York within the last fifteen minutes, but it is always the case that when you get one quotation and then a later one, the second is invariably more than the next preceding one."

"And as to deliveries," he added, "there seems always to be that trait in human nature that when a man sells some of his stock at $1.00 a pound, and as customers come in and out offering in turn $1.15, $1.25, $1.35, $1.40, $1.45 and $1.50 a pound for the rest of it, he delivers first to the man who paid $1.50, then to the one who paid $1.45; then to the one who paid $1.40, and so on, until to the man who bought first at $1.00 he delivers last. This is, perhaps, exaggerated, but it is the working principle of the situation."

"On account of this slow delivery of raw material we have been unable so far to fill orders which we took for June, 1916. We are doing our best, however. All the manufacturers are doing that, but the best is behind what is wanted. We find our customers very reasonable though, and trying to make the best of the situation."

EMBARGO LIFTED ON AUSTRALASIAN WOOL

THE embargo laid by the British Government upon the export of Australian and New Zealand wool has been lifted in favor of Canada, DRY GOODS REVIEW is able to announce, and thus condition has been averted that threatened to cripple seriously the knit goods industry of this country, as well as spinning mills and all others that were dependent upon a supply of wools from these two countries, the chief sources of the raw material for the whole Empire.

For several months since the embargo was fixed by Great Britain, which bought up all the balance of the unsold clip in these two countries, not a bale of this stock has left Australia, and the knit goods manufacturers had been forced to cut down on the orders they could accept for next Fall, and were uncertain whether they could fill even those that were accepted. This condition applies also to woolen and worsted mills.

In answer to urgent appeals a cablegram has been received at Ottawa by the Deputy Minister of the Department of Trade and Commerce, Mr. O'Hara, from the Right Honorable the Secretary of State for the Colonies, which reads as follows:

> "With reference to your telegram of 16th February, please inform the Minister of Trade and Commerce that Government of Commonwealth of Australia and Government of New Zealand, have been asked to facilitate shipment of wool bought before embargo. As regards further purchases wool, His Majesty's Government prepared to guarantee exportation from New Zealand and Australia of 7,500 bales New Zealand crossbreds and 16,300 bales Australian wools.
>
> "For present, no objection to wool being bought f.o.b. Australasia and shipped direct to Canada, but later it may be desirable that part should be shipped via United Kingdom."

The quantity of wool which will be released does not cover the full requirements of Canadian mills, but will go far to prevent a serious shortage.

This gratifying action on the part of the Imperial authorities and the Commonwealth followed upon the receipt of definite figures of Canada's needs that had been secured by Mr. Percy White, a wool broker, 52 Bay St., Toronto, who acted for the Department at Ottawa. The arrangement was facilitated by Mr. White's association with R. Hal. Sheppard, of Melbourne, one of the leading brokers in wool, skins and hides in Australia and New Zealand.

With much of their anxiety thus removed as to the handicap that Canadian industry would be subjected to as a result, Canadians can afford to some extent to sit back now and admire the comprehensive and statesmanlike coup that has been carried out by the Imperial authorities.

Mr. White is ready to give particulars to any Canadian manufacturer on a method of dealing direct with the Government. He explained the immense importance of the Australasian wool clip to the world trade, the total clip in the past year being 767,141,914 lbs., against 121,200,043 of the United Kingdom.



A Dainty Silk Coat

A most attractive trimming on this silk sweater coat, along the popular Paisley lines. Shown by Monarch Knitting Co.



Plaid Sets For Fall

These come in variations of four colors, the first, blue, red, yellow and white, in order; the second, purple, green, yellow and white and the third, grey, green, yellow and white. Shown by R. M. Ballantyne.

Harvey
UNDERWEAR

Filled Up With Orders
BE PATIENT

We are straining our fullest capacity to meet the demand of the trade for *HARVEY UNDERWEAR*, which has gained its wide popularity by sheer superiority.

Women and Children

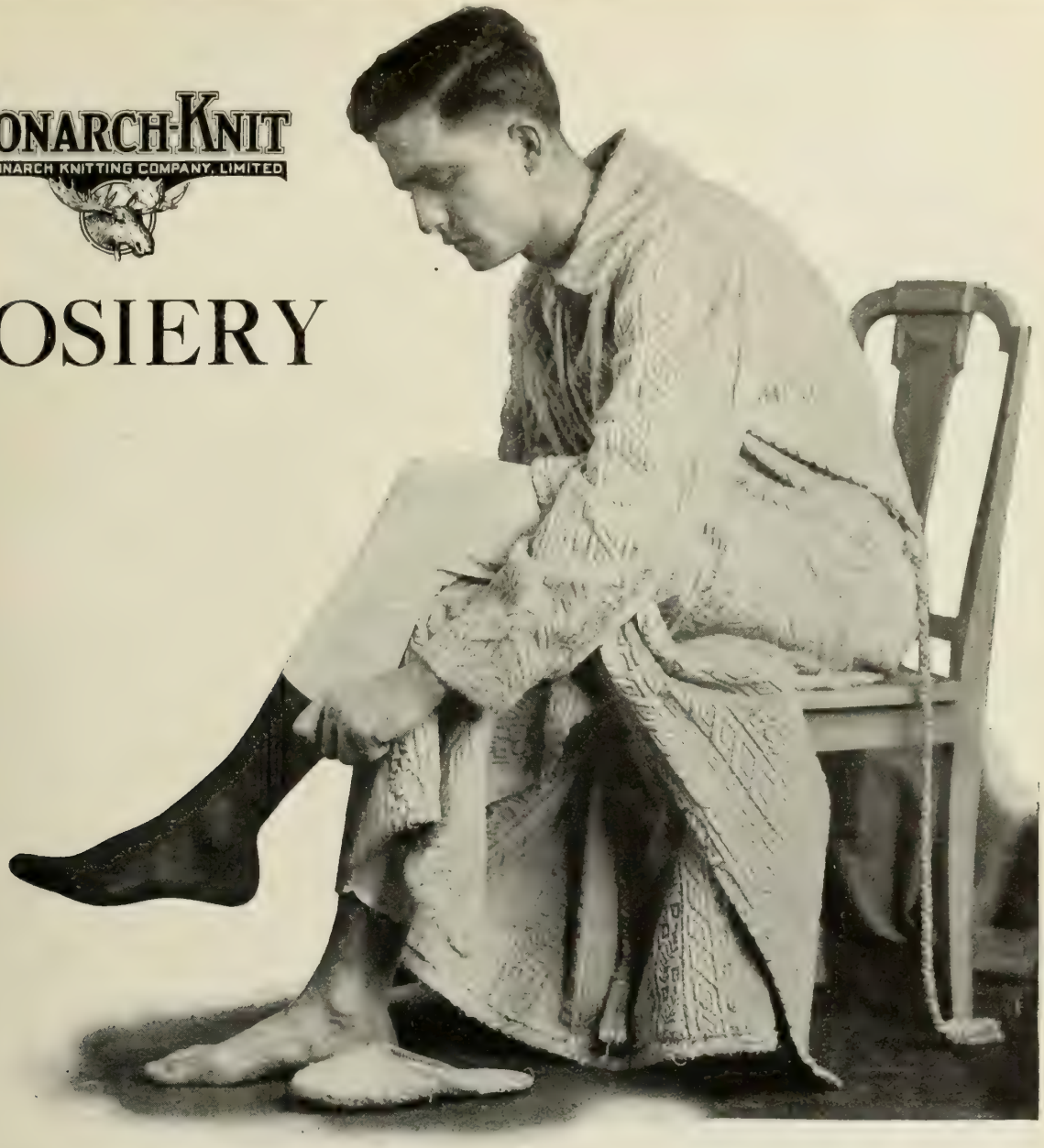
have learned to appreciate the special features of Convenience, Comfort and Serviceableness of the *"Harvey"* Line, which is a tailored underwear designed and finished to give Strength, Comfort and unimpaired Wear.

We ask your patience, and promise to give your orders the best possible attention in these unprecedented days of turmoil and business disruption.

Harvey Knitting Company
Woodstock, Ontario

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY



THE greatest factor to success in retailing is dependable merchandise. Your customers' interests are first. The satisfaction they receive from the goods you sell determines whether or not they are regular patrons of your store. It is well to remember that the SERVICE an article gives creates impressions that remain long after the price is forgotten. In these days, when manufacturers are tempted to indulge in a "shaving off process," to keep down the price, it becomes the first duty of the retailer to be certain that the merchandise he passes on to his customers possesses quality sufficient for their needs.

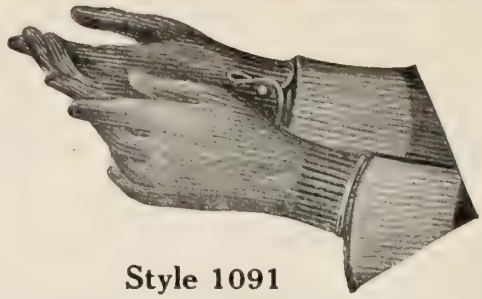
In "MONARCH-KNIT" Hosiery, QUALITY comes first. We, too, are building for the future. We manufacture complete lines of Hosiery for Men, Women and Children, in silks, lisle, mercerized, cotton and cashmere.

THE MONARCH KNITTING CO., Limited

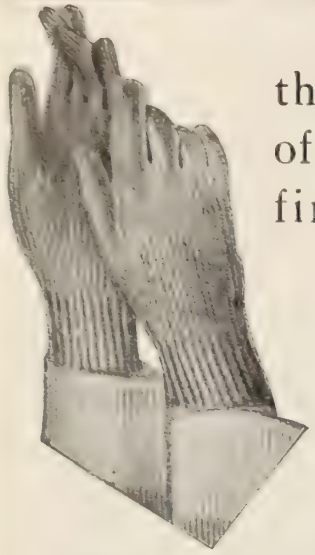
Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.
Also Hand Knitting Yarn suitable for knitting soldiers' sox, etc.

DUNNVILLE, CANADA

A Superior Line of Scotch Knit Gloves



Style 1091
Men's Sizes in Heather, Oxford and Khaki.
Leather-bound cuff with dome.
$8.00 per doz.



Style 1090
Men's Sizes in Heather, Oxford and Khaki,
Plain knit cuff.
$7.00 per doz.

that excel in points of workmanship and finish. Beautiful, soft finish is obtained by special new process. Send us your order now for Fall, 1917, delivery.

Avon Hosiery, Limited

Stratford **Canada**

Selling Agents: RICHARD L. BAKER & CO.
100 Wellington St. West, Toronto

High Grade Maritime Wo ol



UNDERWEAR

For a line of underwear that sells readily, the "Atlantic" Brand holds a high place. There is a wonderfully natural softness in the Maritime Wool which goes into this Brand—a softness that is peculiar to the Maritime wool, seasoned by the breezes of the old Atlantic.

And *Atlantic Underwear* is made of this wool, to which is added a perfect workmanship—giving a quality and finish throughout upon which you can stake your reputation.

Stock this brand and watch your sales grow.

E. H. Walsh & Company, Toronto, Ontario, Selling Agents for Quebec, Ontario and Western Canada.

Atlantic Underwear, Limited

Moncton, N.B.

Hosiery for Ladies and Misses

THREE EIGHTIES BRAND

REGISTERED

Our Three-Eighties Brand of hosiery is distinguished by a standard of quality and handsome appearance that is maintained consistently.

Merchants everywhere know the quality of this brand. There is no need to "take a chance" that the stockings will be all right. Their customers, in turn, know the quality of Chipman-Holton hosiery and the merchants gain in their esteem because the hosiery measures up to the customer's expectations every time.

Thus the advantages of selling a brand of hosiery such as the Chipman-Holton Three-Eighties brand are apparent. The quality and serviceability of the Three-Eighties brand are widely known and appreciated. It enjoys the largest sale of any one style of hose in Canada.

The Three-Eighties brand always makes good. Keep a stock on your shelves.

Ladies' Sizes—8½ to 10
Misses' Sizes—4½ to 8½

BLACK — TAN — WHITE

The Three Eighties brand is a seamless cotton hose with three-ply heels and toes. They save darning. Are attractively boxed, dozen to the box.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited
Largest Hosiery Manufacturers in Canada
Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

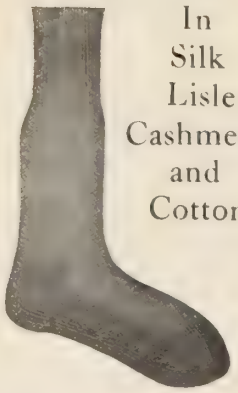
Every Pair of Hose Protected By This Trade-Mark

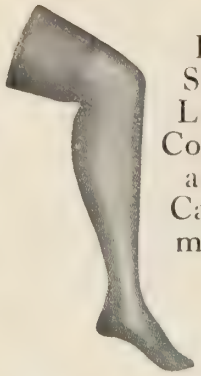
SUNSHINE HOSIERY REGISTERED.

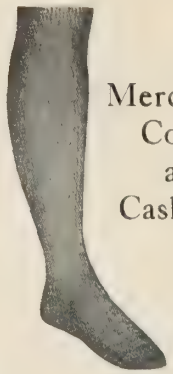
Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

CIRCLE BAR
Registered
HOSIERY


In Silk Lisle Cashmere and Cotton


In Silk Lisle Cotton and Cashmere


In Mercerized Cotton and Cashmere

Circle-bar Hosiery has gained a reputation for a more than ordinary good quality. We use high-grade yarns, best obtainable dye materials, with filtered Lake Huron water, which gives more than ordinary richness and fastness of Color. A high standard of workmanship is maintained—it is a good line for any dealer to stake his reputation on.

Circle-Bar Hosiery

For

Men Women Children

Circle-Bar Hosiery since its inception has enjoyed a continuous growth, not only in favor with dealers, but our equipment has been continually added to to meet the demands for increased production.

THE CIRCLE-BAR KNITTING CO., Limited, Kincardine, Ont.



Peerless REGISTERED underwear

There is a persistent demand for "Peerless" by women who know the best.

Made in Canada

See our 1917 samples, now ready.

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. MacKay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 139 Albert St., Winnipeg, Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
Hamilton, Canada.

Bob Long Week

BOB LONG
BRAND
REGISTERED
KNOWN FROM COAST TO COAST

THE biggest event ever attempted nationally among the trade—A Spring opening of suitable workingmen's goods—Gloves, Overalls, Shirts, etc.

Dress your windows for the workingman, make things look bright and attractive to him, as after all is said and done he is the bread and butter of all good business. April 2nd to 7th is the week. Link your store up with the big Bob Long newspaper advertising by making an attractive display of Bob Long Union Made Goods.

The event is timed to catch public attention when sales are heaviest on Gloves, Overalls, Shirts and Spring lines of Knitted Jerseys, etc., and every dealer who takes advantage of the interest concentrated on the Bob Long line will share in the big profits.

GLOVES
OVERALLS
SHIRTS

SPRING AND SUMMER KNITTED JERSEYS
MUNITION SUITS FOR MEN AND WOMEN

Cash Prizes for the Best Window Displays

To make the competition even and fair we have divided the country into two classes:—

Class A. All Retail stores handling Bob Long Merchandise in towns under 5,000 population.

Class B. All Retail stores handling Bob Long Merchandise in towns of 5,000 population and over.

We will give two prizes in each class of:—

$25.00 each for 1st prize
$10.00 each for 2nd prize

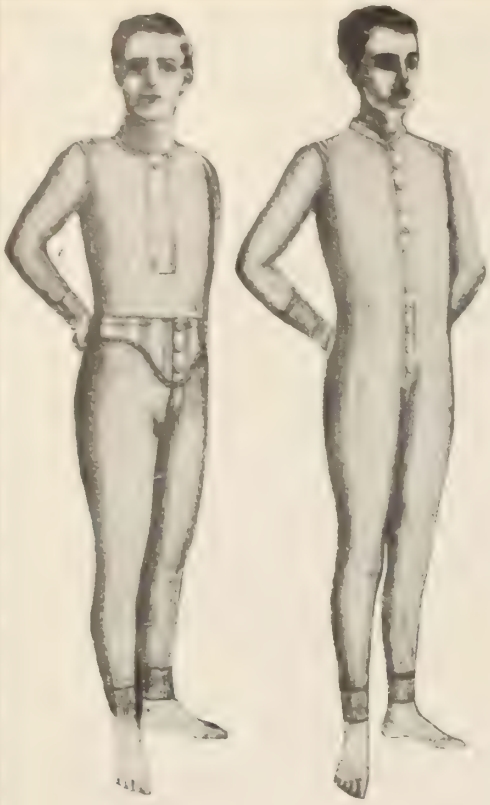
Everybody has a chance. Make the most attractive window display you can with Bob Long Goods and the attractive 3 color window display trim we will furnish you free,—have a photograph taken of it and send it to us. The publicity you will get will pay you handsomely in any case.

All photographs sent us and not winning any of the Four prizes—we will pay $1.00 each.

Catch the enthusiasm—The Workingman's Spring Opening

R. G. Long & Co. Limited
TORONTO

April 2nd to 7th



"MAPLE LEAF"
UNDERWEAR

A Splendid Live Seller

"Maple Leaf" High Grade Men's Underwear has the qualities that make a splendid selling line. Dealers looking for a brand that will bring them steady underwear sales and permanent customers will find this Brand a good one to specialize on.

GIVE IT A TRIAL.

Order Maple Leaf Brand through Messrs. Woods & Howard, Coristine Bldg., Montreal; or R.W. Waterhouse, Ingersoll.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Thos. Waterhouse & Co., Limited, - Ingersoll, Ont.

"Craftana"

Registered No. 262,0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

LITTLE COMFORT ABC TRADE MARK HOSE

The Standard *for Good Qualities*

ABC HOSIERY

Cashmere Hose for Infants, Men, Women and Children

We specialize on Cashmere Hose—know it from A to Z, and give you a product that is hard to surpass. ABC Hosiery is one quality only—the best.

See our line. It looks—quality; it feels—quality; it sells—quality.

Selling Agents:

R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario



Penmans

HOSIERY

The Standard of Excellence

Penmans hosiery—for men, women and children—is a live, money-making proposition for any dealer who wants to increase his hosiery business—and profits.

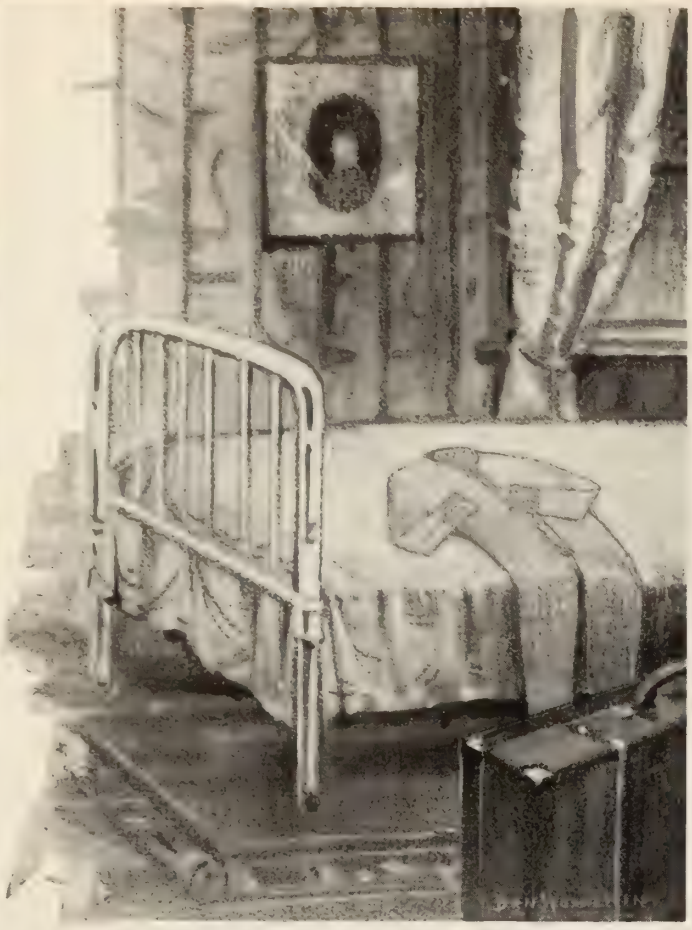
There are many reasons why you should sell Penmans hosiery, chief among them being the fact that it never fails to satisfy the customer. Every pair is honestly made of good material and is stylish, comfortable, long-wearing, perfect-fitting.

Another reason for stocking Penmans is that we are working with you and for you by spreading the merits of this excellent hosiery before the public by our continuous advertising in the leading Canadian newspapers.

We want you to cash in on this advertising. Keep a full line of Penmans on display. The more you push, the more we'll help. We tell and you sell—that sums it up exactly.

Penmans Limited
Paris

Also Makers
of Sweaters *and*
Underwear



"Imperial" UNDERWEAR

Men are not so fickle in buying as women. Once they wear an article that is entirely satisfactory they will not readily swerve from it.

"IMPERIAL" UNDERWEAR has the qualities that satisfy men and they are not likely to risk getting something inferior once they have enjoyed wearing Imperial Underwear, with Lap-Seam Shoulders, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch and Improved Knit Cuffs and Anklets.

For permanent patronage and thriving underwear business, sell "Imperial," the 5 Exclusive Feature Underwear.

Kingston Hosiery Co.

Kingston, Ontario

WE DISTRIBUTE EXCLUSIVELY THROUGH

52 KNIT GOODS MILLS

From these 52 mills, we are prepared to meet any demand for any grade, style and weight of underwear or sweater coats, suitable for any climate, in any part of the world, at prices sure to satisfy.

WE SELL TO JOBBERS AND MANUFACTURERS ONLY

Flat and ribbed wool, worsted and cotton underwear in shirts, drawers, vests, pants and union suits for men, women and children.

Nainsook underwear—Complete line of union suits, shirts and drawers for men, boys and children.

Complete line of Sweater Coats, Bathing Suits, Jerseys, Scarfs, Caps, Skirts. Angora Sets in cotton, wool, worsted and silk for men, women and children.

We have a special department for the care of Canadian Trade. Our long experience enables us to render you efficient service, and we solicit a call at our New York office.

CLIFT & GOODRICH

ESTABLISHED 1891

TORONTO: 31 Melinda Street. R. R. DAVIS
80-82 LEONARD STREET NEW YORK

CHICAGO, BOSTON, PHILADELPHIA, and 83 BASINGHALL STREET, LONDON, E.C. ENGLAND

An Appeal to Men of High Calibre

HAVE you thought of this?—that any advance in a Nation's Commerce, or Civilization or Spirit is due solely to advances in these directions by many *individuals;* or to put it more definitely, by the *Common people.* The spirit or impulses of *leaders* must pass downward—to the *Common people.*

This truth is of importance to us in Canada. We make progress in this or that direction only as the *multitude* is bent in this or that direction.

YOU—perhaps your name is John Brown—must deliberately seek to advance yourself in the direction of ideals. Then you will fire another to do likewise, and he in turn will start another going forward; and so on and so on, until a mass is energized and is moving ahead towards higher achievements.

This means that a heavy burden of obligation rests on every single one of us, if Canada is to advance in high and good ways.

HERE is a practical application—you, as a business man, must consciously and deliberately seek to be a bigger business man, if you would see our good country as a whole advance.

As a business man engaged in the manufacture or distribution of merchandise, you must be well informed with a vision of Canada's business world wider than the bounds of the business which provides you a livelihood; and a fuller knowledge of what is being done, thought or said in the larger business world that incorporates your own.

This wider vision and fuller knowledge can be procured from a reading each week of The Financial Post. (Price $3.00 for 52 issues).

No other single paper perhaps will serve you so soundly and broadly.

How: By guiding you in your investments. It is often harder to invest money wisely than it was to earn it. The successful purchase of securities requires long study of investment matters.

Then when you have about made up your mind what to buy, The Post's Investors' Information Bureau will give you a careful analysis of these securities and its opinion respecting them.

We put it to you that if you admit the truth and force of what we have said above, the logical thing is to subscribe to The POST. In this way you take a necessary step in the direction of larger progress.

This is a high appeal to minds and men of high calibre—men who have the will and courage to follow the biddings of their convictions.

Therefore, we expect many to sign and return the form below:

THE FINANCIAL POST OF CANADA

143-153 University Ave. Toronto

.....1917.

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3.00 to pay for my subscription on receipt of bill.

Name ..... Address .....

Worn by the Best People Sold by the Best Dealers

"CEETEE"

UNSHRINKABLE UNDERCLOTHING ALL PURE WOOL



The C. Turnbull Co. of Galt, Limited, Galt, Ontario, Canada.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

HOUSEFURNISHINGS

BRILLIANT DRAPERIES

Floral and Tapestry Effects More Numerous Than Oriental and Chinese—Importing Dutch Lines

IN the better class of hangings though the designs are frequently striking and colorful, clear, brilliant effects are comparatively few. Decided favor is shown for rich dark blending shades or else the dull pastel tones.

Among the more striking pieces were noted such combinations as a very dark green floral design on a black ground and at intervals Chinese pheasants in all their brilliant hues. Another showed white foliage and floral silhouettes on black, with a color note in birds and butterflies. While many Chinese and oriental effects are shown they are less in number than the floral and tapestry effects, so far as the better cotton and linen draperies are concerned.

One type which brings good results suggests having been oil-painted. In this verdure and pastoral impressionistic suggestions in old blue and grey tones for instance, were very attractive. These are developments of the shadow effects which still hold much favor. Perhaps the dull browns and tans are the prevalent color effects. Blues seem to be more reliable than ever before; all these better grade tapestries and chintzes are considered quite reliable. Many, indeed, are guaranteed sun fast.

Dutch tapestries have been imported recently and show good design, coloring and weave; no doubt they will retain a place in the Canadian market.

In all drapery materials patterns of very small design as well as medium and large have their place for furniture or accessory coverings as well as for curtains.

In silks natural grounds are favored with Oriental designs strongly in the lead.

Velvet hangings are mostly in solid colors, sometimes with self-stripes. Some fine sun-proof cotton velvets have dull contrasting stripes. One that has been selling well has dull claret or else champagne and black stripes each about $2\frac{1}{4}$ inches in width.

In the cheaper lines almost every combination of color is shown and everything from small French floral patterns, Chinese, Persian, Indian and Egyptian effects, and bright or blended colors in domestic natural flowers and foliage, to plain black and white stripes is offered.

Eaton's show a window form hung with white bungalow net and inside curtains of repp with two-inch black and white stripes, each black stripe being bordered closely on either side with a fine, black stripe.



Artistic Window Drape

Drape suggestion made from Reptex, a silk-finished cotton pile fabric, with pile cut to give the appearance of cords as in repp; fringe to match. Reptex is made in all the required colors. Shown by J. H. & B. F. Allen, Toronto.

Strong Demand For Ivory Curtains

IN LACE and nets ivory is reported as in greater demand than either white or ecru for Spring trade. Ivory marquisettes are particularly active. Some white madras and Nottingham laces sell also. Scrims are to be had in 650 patterns from one firm which indicates something of the big sale of this material for window curtains.

WALL PAPER FOR SPRING

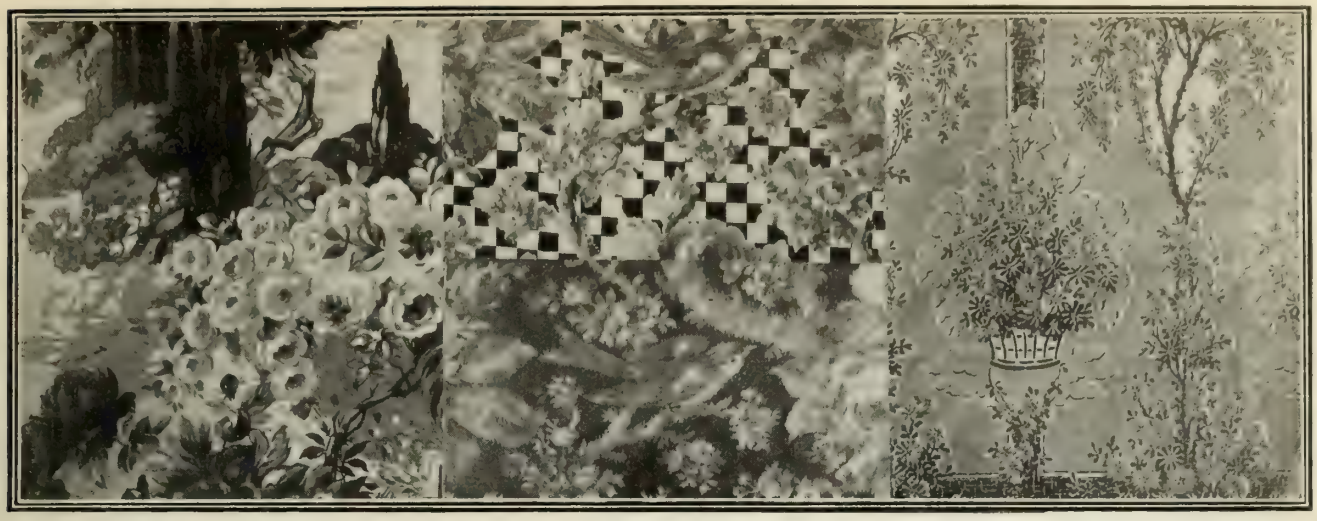
WALL paper tendencies for 1917 seem to show much favor to natural rather than to "set patterns." There is a demand for the bringing of nature indoors, as it was in the beginning of wall paper history. Flowers with dainty stripes, silk brocades or shadow patterns are all welcomed for Spring and Summer decorations.

Black and white stripes are still liked but these are usually over-printed with lacey natural appearing bouquets. A novelty, however, has these stripes on sand-colored grounds.

For such regions as sitting-rooms and halls imitations of rich tapestries are to be had in the favored, browns, greys and blues. New conventional ideas in Oriental colorings and designs are offered also.

Shadow effects or delicate stripes with brilliant ready-cut border and base are effective.

On the whole these rich new offerings are favored by dealer and customer alike. The old "cheap" goods are practically off the market and the better class goods provide much greater interest both for salesman and customer. Better margins of profit are to be had too, in newer, higher-priced lines.



Newest Designs in Chintzes

Rich deep blues, greys and rose shades beautify the scenic effect of the design at the left. In the centre are two popular backgrounds with bird and bower design. The upper ground is black and white, the lower a deep shadow grey. At the right is a new semi-conventional floral and cross-bar stripe combination in tans and rose. Shown by Geo. H. Hees, Son & Co.

NOTES ON NOVELTIES

LONDON stripe carpetings have reached New York. These are in striking color contrasts. Black and white checker-board wiltons are also shown.

Paris is stretching sheer black Brussels net close against the window pane, and without fullness. Appliques on the net, of cretonne flowers have the effect of flowers and vines climbing over the window. The net is almost invisible.

In the same city, the edict against the use of electric and gas lights after six o'clock in the evening, has resulted in many novel ideas for lamp and candle shades.

The newest for lamps and top centre lights are of chiffon velvet in pale color and hand-painted in floral and butterfly designs.

Metal gauzes and nets have made their way to the windows—not to go out but to remain there. Curtains of these materials are trimmed with flounces of silver lace and appliqued with flowers and butterflies of colored silks in natural effects.

RUGS AND CARPETS.

While people are always asking for seamless rugs, that style is getting scarcer continually, because of the much greater difficulty in producing them and the different machinery required. Recently a firm has undertaken to make seamless tapestry rugs, but carpets without seams are few.

The dye situation seems to be in a fairly satisfactory state so far as carpets are concerned. One large firm states that it has not had one complaint regarding dyes, whether this was due to the makers having plenty of raw materials on hand when the war began or whether they have perfected the art of dyeing, was not known. The carpets seemed to be entirely satisfactory.

Chinese Styles in Favor

Owing to the almost entire absence of Turkish rugs, Chinese styles have come into fashion in some centres. These are in the original and also there are Chinese designs on occidental carpets. However, these do not meet with any very large sale apart from large cities and people who travel. The great majority of people have no interest in the Chinese fancies.

A newer tendency than the Chinese is the Egyptian, however. Egyptian designs are seen in English Wilton carpets with good effect. The most general fancy in Canada just now is for solid-color carpets. Several stores have noticed increased sales of this style of carpet. No doubt the highly-figured chintzes, tapestries and other furnishings are responsible for this movement for plain carpets. More carpets are bought in this style to fit the room in full size than formerly, too, since the idea is to have no border at all. Rugs of solid color have merely a darker tone, without design, to replace the border. These are especially good for offices.

In these plain colors, green, dove grey and brown are the shades selling best; a fair number of blues are taken as well. A shade called "nigger-head grey" is listed in the United States. One must just use his imagination to determine what the exact tone would be.

Rag rugs are very popular and are in good demand for Spring and Summer. The call for rag portieres is fair also.

Wool and union carpets are practically dead. The average purchaser prefers Wilton or Brussels.

READY-TRIMMED WALLPAPER.

THE "READY-TRIMMED" wallpaper which was mentioned in December DRY GOODS REVIEW is meeting with such success that it is being taken up in the United States. So far it has been made only in Canada. The protective edge of this paper is perforated so that it may be easily torn off before or after pasting, without the use of a trimming knife and straight-edge.

A HEAVY quality of verandah matting is proving quite a good seller again for Spring and Summer use.

In rugs floral designs are confined to the very cheap grades. Oriental effects or plain solid colors rule elsewhere.

Rag rugs continue in good demand in both small and room sizes.



These Modern Factories

The Largest of Their Kind in The British Empire

Stand Behind Our Window Shades

"Royal Standard" *Shade Cloth* Best Hand Made Oil Colors

"Colonial" *Window Shades* Hand Finish Oil Colors

"Acme" *Window Shades*
Smooth Oil Finish

"Alberta" *Window Shades*
Water Colors

"MONARCH" LINEN TINTS
A SUPERB WINDOW SHADE

These qualities supply every want from the low price to the best we can make.

OUR TRAVELLERS ARE IN ALL PARTS OF CANADA TAKING ORDERS

Place your orders NOW. This is no time to wait. Everything is scarce or getting scarce. We have the material now and can make good deliveries if we get your order soon. Again we say, Do not wait.

Send for our Color Books and Catalogue of Laces for Window Shades. Then before you put them away make up your order.

"If it is for the Window, we have it."

Geo. H. Hees, Son & Co., Limited

FACTORIES:
DAVENPORT ROAD,
PEARS AVENUE AND
BEDFORD ROAD,
TORONTO

Head Office: 52 Bay Street
TORONTO

MANUFACTURERS OF

BRANCHES:
MONTREAL, WINNIPEG,
QUEBEC, VANCOUVER,
OTTAWA,
MANCHESTER, ENG.

WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS,
WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO



The "LINSASHA" *Reg. trade mark*

PATENT

PUFF AND FACE LEATHER

Every lady who comes into your store is a possible purchaser of this dainty and attractive little novelty. Order a supply now, and show at your fancy goods and notion counters; you will quickly send a repeat.

Just a simple little toilet puff and face leather combined, three tints of power, white, cream and pink, and three pretty colors for the cover, pink, white and blue, packed in transparent envelopes, 1 dozen in a box, showcard with each box. Prices, sample order, duty, freights and insurance paid.

From stock on receipt of remittance.

Dozen - -	1	3	6	9
$	1.80	5.25	10.20	14.85

Size about 2¼ in. x 2½ in. Weight about 1 oz.

Quotations for larger quantities on application.

Made by

THE PEACE PILLOW CO.

17, Manchester Avenue, Aldersgate St., London, E.C.

Telegrams: Holborn 2553. Telegrams: Wanklyn, London

John Ainscow & Co., Ltd.

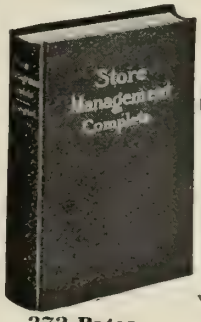
Spinners and Manufacturers,

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
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34 Charlotte Street, MANCHESTER.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

BAGS FOR EASTER

Pin Seal and Black Moire in Leading Demand—Fancy Colored to Match Costumes and Hats

LEATHER handbags which are strictly a la mode are of soft finish and quite dressy in appearance. Pin seal in pleats or gathers makes up some of the finest models. Some have jeweled antique metal frames and fancy Swiss silk linings.

Mourning bags are well made of dull pin seal with real gun metal frames and deep purple silk lining.

Bags of black silk moire in various sizes and designs, fitted with mirror, purse and card case, continue in big demand.

Some novelties are shown in Persian silks, to match costume trimming; also fancily finished and colored leathers, but the best selling lines are those mentioned first—pin seal and black moire. Touches of enamel on the frames are delicate and new.

Strap-handle purses for use with the tailored suit are very good also. These are mostly in black also greys, browns, purples and greens are used considerably with suits of those colors.

Linings are of rich colors to match the leathers. One neat model of new design had the flap cut with a long curve towards the finishing corner and fastened with a neat enamelled button clasp; just under the flap is an opening where the mirror shows and may be used without removing from its pocket.

Fancy colored bags to match the hat or costume are in endless variety and show almost anything from a bouquet of fruit to a garland of beads for ornamentation. Embroidery seems to be giving way slightly to more raised trimming or else heavy beadwork.

FROWNING ON ELECTRIC TOYS

The law amendments committee took the joy out of life from hundreds of Manitoba kiddies who have been having fun with electrically operated toys, says a despatch from Winnipeg.

The committee considered a suggestion to restrict the sale of certain electrical appliances, such as transformers which modified the electric current that runs through the wires so that the voltage is low enough to run the tiny motors in toy trains and other similar devices.

These contrivances, it was declared, are dangerous.

FANCY TRIMMING BUTTONS

FANCY trimming buttons of various sizes, are selling very well. These include white pearl, hand-touched pearl, colored glass and metal filigree. One firm finds good sale for the metal filigree on a background of celluloid and also pearl and celluloid combinations, selling very well. These and celluloid in two-tone effects are used in great quantities by suit manufacturers.

BETTER SALES IN HAIR ORNAMENTS

IN HAIR ORNAMENTS the Casque comb is about the best selling article just now. Fancy pins are good. Novelties with Chinese correspond to other fashions of the hour. A manager of this department in one of the Toronto stores sees indications of the Spanish combs and other high- back ornaments being in big demand next Fall, while pins of the medium size will be good. Jet is selling fairly well at present but most interest is shown in the demi-amber goods. Colored stones gilt inlaid are liked and ribbon combs and hair barettes are worn by the school-girls.

Hair ornaments are not a really lively line compared with other fancy articles but there is some interest and increase of sales reported from various centres.

NEW BRITISH TOYS

Large Exhibit at Manchester—Adjustable Velocipede—Soldiers at Military Tactics—Traveling Rockers—All Except Old Dolls' Heads

TOYS now on exhibition in Manchester, England, are interesting with regard to offerings for the 1917 trade. While the range is tremendous, models are for the most part old ideas worked over again re-painted and frequently improved. The big business done last year is expected to be equalled this year. Dolls seem to be the aim of almost every toy maker and a vast and varied collection might be made by selecting even one model from each firm. As a result dolls are improving and are selling rapidly. Some Italian dolls are shown with closing eyes; plush animals of various types are shown despite the high price of plush. Construction toys, mechanical and wooden toys, with dolls, constitute the leading lines.

Indoor games and wooden articles are remarkably fine this year. Indeed the exhibitors are of the opinion that practically every line formerly imported from Germany is now made in England, better and more attractive than any of those ever turned out by Germany and notwithstanding the high cost of materials, at remarkably low prices. Perhaps dolls' heads are not yet up to the best German-made heads but they bid fair to place the British-made article in the premier position in the very near future.

Electrical toys are better than ever and demonstrate clearly to the small child the principle upon which the bulk of every-day industry is based.

Among the latest toy inventions patented is a new velocipede, adjustable for different-sized children; there is also a rocking horse which really travels; the rockers are in two sections, one being secured to the horse's hind legs, the other to the front so that when the horse rocks forward the hind part slides forward on the rockers and in the reverse movement a spring causes the rockers to slide forward, by means of a latch these travels may be prevented. A skipping doll; a dancing doll; soldiers' performing military tactics; race games, puzzles, new guns, swords, etc., are also among the latest inventions recorded.

NEEDLEWORK COLORS

Late Indications of Demand for Deeper Hues—New Hoop on Market—Celluloid Knitting Needles—Shetland Floss

BOOKS of instruction in all kinds of fancy work are one of the most active items in the fancy goods trade. The newest to meet with success deals entirely with bags—silk, embroidered, beaded and crocheted—and is well illustrated.

Metallic and Colored Beads

Shipments of beads are beginning to arrive and the demand is very great for both the metallic and the colored varieties. One firm received one Saturday morning recently, a small part of an order placed several months ago and by noon of the same day none but the samples were left. Beads are very prominent in every kind of ornamentation just now. They appear in art needlework, dress and coat trimmings, millinery, veils and fancy footwear. About the only place where they are not yet put to use is on handkerchiefs. The yard trimming in imitation of strung beads sells rapidly also. Silver and gold cards, especially in the finer threads, continue to be used extensively.

Color Not Coming?

White pinks, pale blues and white constitute the bulk of the sales of fine embroidery threads, one firm has noticed steadily increasing sales since the first of the year, in yellow, Delft blue, a deep old rose and lavender. This may be taken as some indication of the present vogue for color riot in other lines affecting needlework also as was suggested in last month's REVIEW. In the heavier threads, for cushions, runners, etc., deeper colors still find place, one of the newest resembling in shade an over-ripe red raspberry.

A New Material Like Scrim

"Courtai" is the name given a material which is very like scrim, though it is coarser and heavier. This material stamped, is becoming very popular, especially in oyster white, for cushions, runners and centres. Many new designs are to be had.

Colored embroidery on a tinted pattern is shown on some of the newest tea aprons. It is also selling well in luncheon sets.

While crocheting is still progressing in its various phases, a good deal of fancy edging braids and fringes are being sold for use on articles where hand-work might take too long. This edging, in dainty colors, is effective on small aprons, babies' towels, babies' bath mats, etc.

New Style of Embroidery Hoop

A new style of embroidery hoop is to be had. The inside hoop is cut and at the ends thus made is a steel snap clasp which secures them firmly against the outside hoop so that when the material is in place there is practically no chance of it slipping.

Dainty nightgowns of pale pink mull have stamped design and are otherwise complete. The neck and empire waist are drawn in by ribbon running through a casing which provides a very neat finish for a simple style.

Celluloid Needles

Celluloid double-end, 7-inch knitting needles may be had. These are lighter in weight and cheaper than the steel needles, and serve very well for coarse knitting. For fine work, of course, the celluloid cannot be made small enough and at the same time strong enough, hence steel must be used.

One wholesaler reports big selling of Shetland floss for hand-knit sweaters. A new range of colors is offered for this work and includes new burnt orange, greens and lavender in addition to shades offered previously. Yarns of all kinds remain in great demand, with prices high and deliveries slow.

NEW JAPANESE TOYS

THE JAPANESE toy output continues in a vast variety of small, cheap articles. This year the range of mechanical toys shows a number of additions since last season. One novelty is a set of tiny racing autos. They are about three inches in length, made of painted tin. One push-pin starts the set of four off at once.

Many other Japanese articles are shown imitative of pre-war German goods such as lithographed tin pails, basins, shovels, wash sets, etc. Novelty games played with wooden rings, celluloid balls, nets, etc., are also offered.

NEW YORK TOY FAIR

Real Chemical Wagon to Put Out Fires—Based on Bed-Time Stories—Demand for Larger and More Realistic Toys.

NEW YORK, Feb. 28.—Toy makers are working with greater vigor than ever before to turn out such toys as will secure a big home market as well as increase the foreign market for their goods regardless of war conditions. In many new lines of novelties, improvement is evident at the Toy Fair that is being held here. Construction toys have met with such decided success that every exhibit brings out something new in that line. Such articles as automobiles, trains, war vessels of all sorts, and war toys for "land" fighting are attracting very great interest. One new model is an artillery wagon with a driver, team and detachable gun carriage. A new passenger and freight station for the "American Flyer" is the pride of the firm which makes it. There is a real motor boat of finely finished mahogany with electric motor and screw propeller also electric war vessels which retail from $6.75 to $25.00 each.

Then a chemical wagon is capable of putting out a real fire if it is still at its beginning, the wagon has a 5-gallon tank, force pump, hose, and scaling ladder and retails at about $20.00.

Makers say there is a market open for larger and more expensive toys generally than have been produced so far. Such "moving" models as a compound merry-go-round; machine shop with trip hammer and Ferris wheel built to revolve by air pressure are new.

Other novelties include a Charlie Chaplin doll and book; a Ford wheelbarrow, a hydroproof racket; five sizes of kitchen cabinet, complete with utensils and groceries; 150 styles of moving-eye composition dolls; musical games; cars, wagons, puzzles, etc.

The "20th Century Crusader" is a horseman on an 18-inch grooved wood base projected from back to front by rubber springs; he spears a swinging hoop in front of him.

Playthings based on the well-known "bed-time stories" are original and well made; they include all the characters known through the stories.

Articles made of California red-wood are interesting and do much to advertise the resources of their birthplace.

CANADIAN BADGES

WE have made badges for over 600 Canadian Oversea detachments. Herewith are a few illustrations. Prices of hat badges from 12 cents each, collar badges from 15 cents per pair, shoulder titles 15 cents per pair. Quotations are for gross lots of a pattern. Smaller quantities are slightly higher in price.



We put a first-class finish on our goods and all dies and tools are made by the best type of worker the Old Country can produce.



We can also submit designs for any class of badge required, ship samples 10 days from receipt of order and bulk deliveries in three weeks.



Whatever you want in BADGES, BUTTONS and SMALL METAL STAMPINGS write us.

J. W. Tiptaft & Son, Ltd.

Northampton Street, Birmingham, England

Cable Code A.B.C. 5th Edition.
Telegraphic Address, "Tiptaft, Birmingham."



SO-E-Z

"SEW" Trade Mark

SPRING SNAP FASTENER

With the Turtle Back (It Lies Flat)

The Spring Snap Fastener that is taking the market by storm, that in less than two months has already made its place as the foremost Spring Snap Fastener ever presented to the American Woman—that is not only better made and surely more satisfying but has an infinitely greater appeal behind its promotion plans.

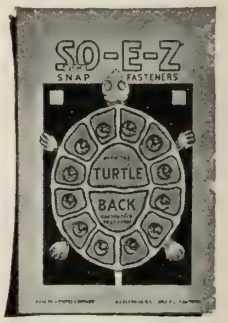
Briefly, the whole builds around the construction of this tiny device, which has been made with such painstaking care. SO-E-Z to open, because the finger nail has a chance to get in under the curve. By this curve also the thread is relieved of friction.

The little knobs do not protrude beyond the top of the rim, all of which means that the SO-E-Z lies flat.

Probably no organization has ever received so tremendous a response to its mail sales matter as has come to this office for SO-E-Z Spring Snap Fasteners. Hundreds of thousands of gross have been ordered by dealers and jobbers within the last thirty days. Have you been stocked up yet?

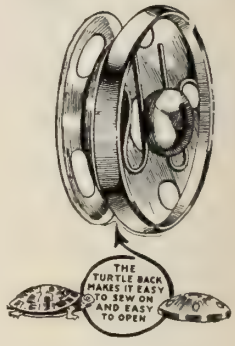
FREE: "A Notion Buyer's Plan For Merchandising a Snap Fastener"—the most complete book ever published about a marketing of a notion. Your copy is ready to mail. Send for IT.

This is the Card



on which this great little snap fastener is presented to the public. It is in dashing colors and an unforgettable design.

This is the Feature



A. L. CLARK & CO., Inc.

Sole Distributors

652 Broadway, New York

Five Sizes



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The Card That Does the Selling

The Quality Snap—The Sales-Making Card

THE Wilsnap's as good as it looks — which puts it right at the top of the quality-scale.

Rightly designed, rightly made, beautifully finished, positive in action —you want Wilsnaps if you want quality.

THE Wilsnap card gets attention every time — and nearly every time it makes a sale. For the card is the first promise to your customer of a high quality that she recognizes on examination of the snap.

The card sells; the snap makes good. That's the Wilsnap way.



Get Them of Your Wholesale House

Your wholesale house no doubt has Wilsnaps. Sizes 000, 00, and 0; black or white—beautifully finished in either color. Get enough—for most women select Wilsnaps as soon as they see them.



THE WILSON FASTENER CO., 126 St. Clair Ave., N.E., Cleveland, Ohio, U.S.A.

Canadian Representatives:

WILL P. WHITE, LIMITED, 65 Simcoe Street, Toronto, 489 St. Paul Street West, Montreal

THE HOUSE FOR LACE

BENTLEY & CLIFTON
LIMITED
COMMERCE SQUARE
NOTTINGHAM
ENGLAND

Special lines for Makers-Up and Wholesalers.

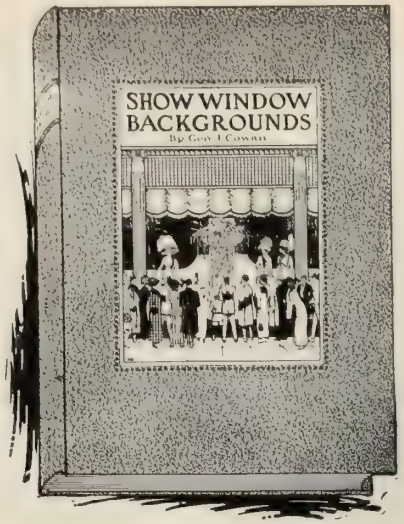
Torchons Vals Novelties
Lace Cushion Covers Toilet Sets, Etc.

Call and inspect our line at showrooms

J GAGNON, Unity Building, MONTREAL

IMPORTERS and MANUFACTURERS
Art Needlework and Fancy Goods
"Peri-Lusta" "Crystal"
Mercerized Cottons Artificial Silk
Embroidery Materials
Fancy Linens and Piece Goods
MADEIRA HAND EMBROIDERED
LINENS and HANDKERCHIEFS
CAMPBELL METZGER & JACOBSON
932-936 Broadway New York Cor. 22nd St.
Canadian Showroom, Bay and Wellington Streets, Toronto, Canada

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NOTTINGHAM, ENG. CALAIS, FRANCE
Established 1849
Manufacturers of Laces and Plain Nettings
Canadian Agents:
TORONTO—Williams & Paton, Empire Building
MONTREAL—John McBoyle, 43 St. Sacrament St.
To the Making-Up and Wholesale Trade only



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows.
Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
Sale Windows,
Bas Relief Backgrounds,
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

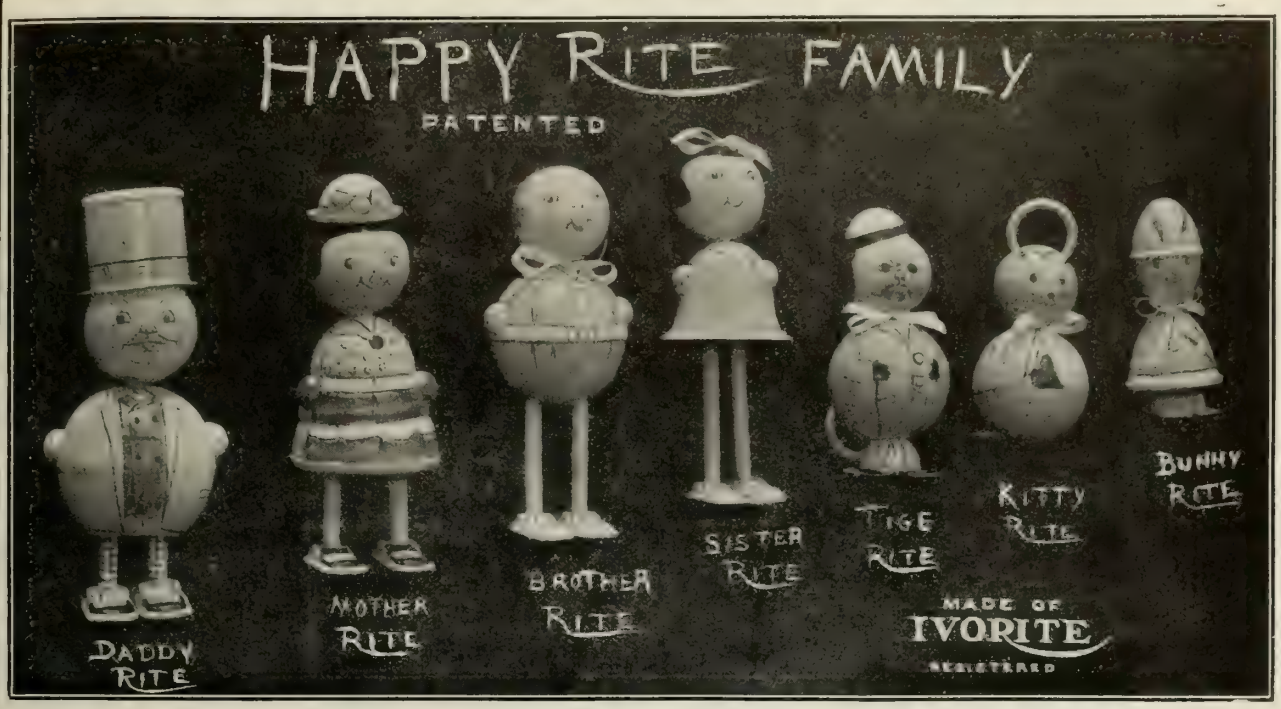
It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at $1.70.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

Sensational Success

A feature for all the year



Seven Happy, Honest, Healthy Characters

Seven good reasons why you should have the HAPPY RITE FAMILY:

HAPPY—
Because they hear nothing
Because they see nothing
Because they always smile

HONEST—
Because they say nothing
Because they owe nothing

HEALTHY—
Because they eat nothing
Because they are sanitary and clean

Each character is made of beautiful, sanitary IVORITE REGISTERED **hand painted in appropriate, fast colors**

The Happy Rite Family is Protected by Patents.

"RITE" SPECIALTY CO.

Our attention has been called to the fact that certain of our competitors are placing on the market, a certain Doll Rattle, which we understand constitutes an infringement on our patents granted and pending.

We will institute litigation against any manufacturer, jobber or retailer, who may offer for sale or sell any device constituting an infringement of our patents or of any patents which may subsequently be granted to us.

Order a Special Assortment at $25, $50, $75 or $100 and see how fast they go. To show them is to sell them.

RITE SPECIALTY COMPANY

ORIGINATORS

35-39 WEST 36th STREET, Between Fifth and Sixth Avenues, NEW YORK

Factories: New York and Newark, N. J.

ABEL MORRALL, LIMITED

CLIVE WORKS - REDDITCH, ENGLAND

Needles
Toilet Pins
Crochet Hooks
Safety Pins
and
Smallwares





WE WISH OUR MANY CANADIAN CUSTOMERS TO KNOW THAT IN SPITE OF THE EUROPEAN CRISIS WE ARE DOING ALL IN OUR POWER TO FILL THEIR WANTS. OUR DIFFICULTIES ARE MANY, BUT OLD CLIENTS ARE RECEIVING FIRST CONSIDERATION, AND REPEAT ORDERS WILL HAVE CLOSE ATTENTION.



Mr. C. J. Beacham

Our Canadian Representative, Mr. C. J. Beacham, having joined the Forces, is unable to pay his usual visits.

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks,* working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

Brophey-Chester Suspenders

THIS Fabric End Model is the Suspender with all fabric ends.

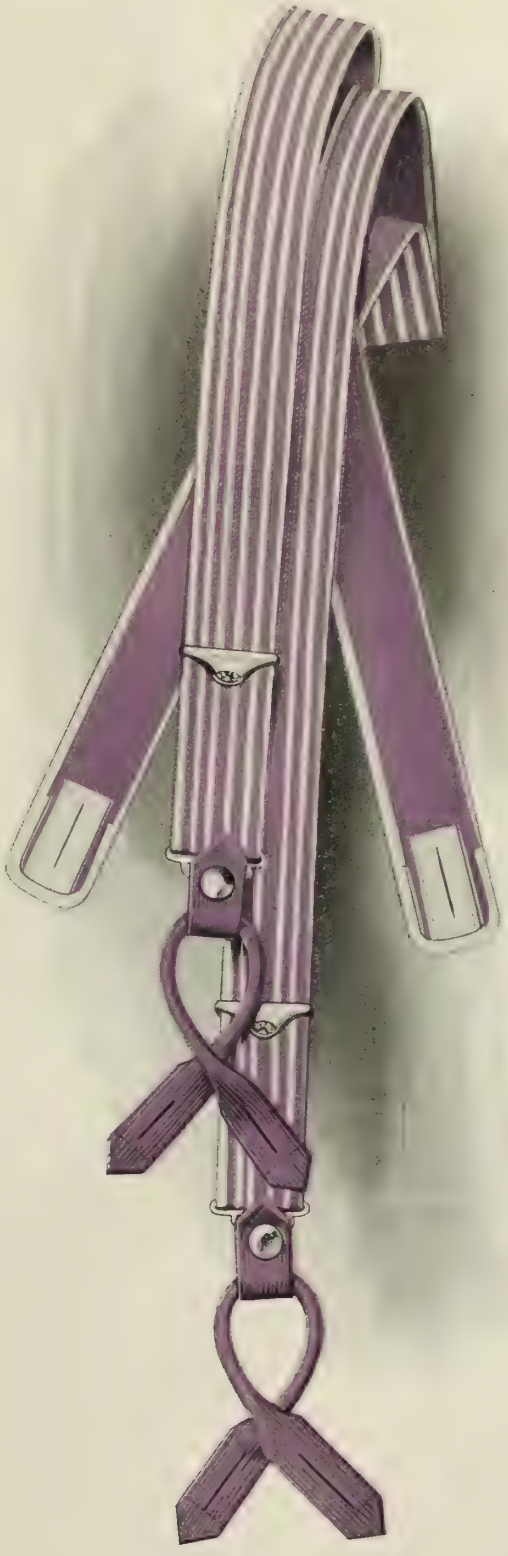
Solidly woven one-piece back button holes inserted in the web.

Chemically hardened cast offs that wear like iron.

A patented buckle that requires no stitching and can be changed to suit the comfort of your customers without trouble.

Are features that have real practical value.

THEY RETAIL FOR
And are Guaranteed **50c**



Brophey-Chester Suspender Co., Limited

Office and Factory: 472 Bathurst St. TORONTO Sales Room: 266 King St. W.

Topics of Interest to Every Merchant

DRY GOODS MAN AS PREMIER

High Honor Paid to W. E. Foster, of Vassie & Co., St. John, N.B.

ONE OF the best known dry goods men in the Maritime Provinces came into prominence all over Canada towards the close of February by the action of the electors of New Brunswick, Walter Edward Foster, Vice-President and Managing Director of Vassie & Co., wholesale dry goods, St. John, N.B. Very shortly before the election Mr. Foster



MR. W. E. FOSTER.

accepted the leadership of the Opposition, though not a member of the Legislature, and came out for a clean government of the Province, discarding not only the existing Government's record, but refusing to be held responsible for the record of the party of which he was a member, and which had been turned out of office in 1908.

Judging by the newspaper comments, Mr. Foster's personality was a strong factor in the result. He himself was beaten by a small majority in St. John city, but at a gathering of the party this month was acclaimed as the new Premier, and an arrangement for a "safe" seat for him will be made.

Mr. Foster, although only 42 years of age, has been a prominent figure in the life of his own city for several years. He was the incorporator of the New Brunswick Hydro-Electric Power Co., and the Dominion Dry Dock, and is president of the St. Martins' Railway Co. He was an officer of the New Brunswick Regiment, Canadian Artillery, and retired in 1903 with rank of captain. He acted also as chairman of the Conciliation Board, which settled the differences of the longshoremen of the Port of St. John and the Shipping Federation in 1913.

His connection with Vassie & Co., dates from 1889, when he entered its employ. In 1899 he was made a director. The following year he married Miss Vassie.

The dry goods trade will watch with interest the new career of the clever and forceful young Premier.

STRIKE OVER IN MONTREAL

A despatch from Montreal on March 10, states that after being eight weeks on strike, five thousand garment workers are returning to-day. The strikers and manufacturers have agreed to a Board of Inquiry before which the grievances of both sides are to be argued. The decisions of the board will be final. There were about 5,000 out on strike and the Spring deliveries are far behind in many cases.

CHANGING NAME OF BERLIN WOOL

TO BE or not to be "BERLIN" wool. Even in Canadian stores the advisability of using this term has been discussed and a number of variations have been found. The question came recently before the London Chamber of Commerce on a resoution forwarded by the Chamber of Commerce of Sydney, New South Wales, asking that they should try to choose a uniform term to take the place of the original name. After considerable discussion the London Chamber of Commerce passed a resolution declaring that it was desirable that the name "Berlin" wool should be discontinued and a standard name adopted and they appointed a sub-committee to deal with this.

One firm said they were calling it "English Berlin" wool, which raised a laugh. Another manufacturer declared that the question was not a very serious one because while at one time the business of Berlin wool was very large, it had fallen away and had become a very small portion of the wool trade. The amount of Berlin wool sold to-day was not more than one-tenth of what it was twenty years ago, and it was an article that would still decrease in use. It was chiefly used for embroidery for canvas. Another manufacturer said that Berlin wool was a particular manufacture, and its peculiar quality was caused by reason of water or atmosphere in Germany and the English imitation was a rather crude affair. He suggested calling it "Berling" wool, which, of course, was not protected.

Fritz Oldschwager, a furrier living at 1296 St. Clair Avenue, Toronto, dropped dead while visiting the plant of Otto Donatt, manufacturing furriers.

R. N. Smyth, of Henderson & Smyth, Ltd., manufacturer's agents, St. Alexander St., has returned to Montreal following a trip to England, where he went to see his son and nephew who were on leave from the front.

About 250 employees of Ogilvy's, Montreal, with friends, held a sleigh drive, concert and dance. At the guest table was the general manager, J. A. C. Poole, head of the Murray-Kay stores.

BULK SALES ACT FOR ONTARIO

Merchants Who Are Creditors for Amounts Under $50 Are Protected—$2,000 in Cash, and Laughed



V. A. SINCLAIR, M.P.P., South Oxford. Father of the New Bulk Sales Act.

SEVERAL amendments have been incorporated in the Bulk Sales Act, which will come up for consideration in the Ontario Legislature this session. The purpose of this Act is to safeguard the interests of creditors against unscrupulous merchants and others, who might sell out their stock in bulk, pocket the proceeds, and snap their fingers at their creditors.

A somewhat similar bill has been introduced for several years in succession by Hon. W. D. McPherson, and rejected by the members, but the bill drawn up this year has the support of the Retail Merchants' Association, the Credit Men's Association, the Canadian Manufacturers' Association, and the Canadian Bar.

Among the changes introduced, as explained to DRY GOODS REVIEW by the father of the bill, V. A. Sinclair, M.P.P. for South Oxford, are the following:

Instead of the debtor being compelled to present a statement of creditors to the extent of $50 and over, he must include all those under $50 as well.

Boarding house keepers come under the Act.

A trustee for the creditors may be appointed by a county judge in case the debtor fails to do so within a month.

Mr. Sinclair believes that the present bill is certain to be adopted during the coming season.

As an instance of the great need for this bill, Mr. Sinclair stated that last year thirty men sold out their stocks in bulk and the creditors received nothing. One man got $2,000 in cash, but could not be touched, as money cannot be taken off the "person," lest there be a "breach of the peace."

OUR TOY IMPORTS

IF any proof were required of the growth in sentiment towards toys it would be furnished by statistics compiled by the U. S. Government showing that the per capita expenditure for toys has increased since 1859 by 1,165 per cent., and the products from $184,000 to over $20,000,000.

That Germany is still sending enormous quantities of toys to the States is shown by the commerce reports. In 1912 the value of dolls imported from Germany was $1,384,372; in 1913, $1,537,964; in 1914, $1,791,913; in 1915, $1,661,511 (almost as much as the year before); and in 1916 (up to June 30, as are all the previous figures), $617,333.

Of "other toys," Germany sent over $5,926,941 worth in 1913-1914, up to June 30, and $5,125,764 in 1914-1915 but this dropped to $1,758,663 for the second year of the war.

During the war, Japan has been increasing, though only slightly, its exports to the States. In 1913-1914 it sent $434,006 worth; the next year, $470,345, and in 1916 (the year ending June 30), $494,248. This small quantity may have been due to lack of transportation facilities.

The United Kingdom and Japan were nearly equal as exporters until a year ago, Great Britain's figures for 1914-1915 being $435,420, but this dropped to $137,448 for the last fiscal year.

Canada has always been the best customer of the United States in toys, until a year ago. In 1914 (for the year ending June 30) Canada exported $349,676 worth, and England $114,779; in 1914, Canada $321,632, England $288,157; in 1916, Canada $594,380, and England $717,338. Although no mention is made, the last amount may have included the Christmas ship load of toys sent over. Cuba is the next best customer with $127,823 last year, and Australia next with $98,369.

TABLE FOR FIGURING PROFITS

To earn 20 per cent. on the selling price you must add 25 per cent. to the cost price.

To earn 25 per cent. on the selling price you must add 33 1-3 per cent. to the cost price.

To earn 30 per cent. on the selling price you must add 43 per cent. to the cost price.

To earn 35 per cent. on the selling price you must add 54 per cent. to the cost price.

To earn 40 per cent. on the selling price you must add 67 per cent. to the cost price.

To earn 45 per cent. on the selling price you must add 82 per cent. to the cost price.

To earn 50 per cent. on the selling price you must add 100 per cent. to the cost price.

ABUSES IN CASH DISCOUNTS

SOME abuses that have crept into the Cash Discount system were treated by J. H. Tregoe, secretary-treasurer of the National Association of Credit Men. Mr. Tregoe said he would prefer to call it cash "Premium"—for payment within ten days of the shipping of the merchandise. The evils mentioned were a tendency of buyers to insist on the "discount" even when the time limit had expired, with an injury to the morality of the buyer; and a third evil, that of buyers for large stores insisting on receiving extra discounts which the small manufacturer granted for fear of losing trade—and then took retaliatory measures.

Mr. Tregoe urged that where merchandise was bought on a discount ten days from shipment, that delayed delivery should not form an excuse for delaying payment.

A suggestion to abolish cash discounts drew forth several statements that the net profit in many cases was formed entirely of the cash discounts.

A resolution was carried recommending that a uniform discount be established in each and every line.

Cardwriting Made Easy

by R.T.D. Edwards

Lesson 22.

PAYZANT PEN WORK

TO the professional cardwriter the art of proper pen lettering presents numerous features of interest and many difficulties that do not occur or appeal to the uninitiated. This art has gradually become one of the most important branches in cardwriters' work. Consequently cardwriters who wish to do up-to-date work should also keep up-to-date in the different devices for lettering, providing those devices are practical.

The Payzant pen, while not one of the latest cardwriting tools, is one of the most practical pens for lettering with black ink. With it you can develop a speed and an accuracy, in small black lettering, never before known to the cardwriter.

A study of the accompanying illustration (Fig. I.) shows the lower part of the pen. It consists of four parts—the pen, the reservoir, set screw and handle. The first three are made from brass and the latter from wood.

This pen was first invented and used for mechanical drawing purposes, but its usefulness for show card lettering being discovered, it has become more of a cardwriting tool than for the purpose it was originally intended.

The point of the pen is round like a wire and flat on the end. It is split up the centre, and through this passage the ink flows from the reservoir. To make a stroke the flat end is drawn along the surface of the card.

Cardwriters in the largest departmental stores in America use them with great success for very rapid lettering, and make a quick style of knock-out lettering with them. They also use them for very neat small upright lettering. Outline lettering can also be done with it with great success. Many varieties of letter formation can be made, as the accompanying illustrations shows. A cardwriter can work up many styles of lettering of his own with this pen.

With the round writing pen, which was taken up in a previous lesson, you can make small, very neat Roman lettering, but with the Payzant pen you can make just a neat small block letter.

The Payzant pen is made in six different sizes, but an assortment of three sizes is plenty for the best cardwriter. Extra large sizes are made, but are not advisable.

Keep Pens Clean

In order that the best results may be obtainable, it is absolutely necessary that the pens be kept perfectly clean at all times. The ink when left in the pen dries and causes the ink passage to become blocked up, and the result is an uneven flow of ink. Do not put the pen away without first opening the reservoir, rinsing in clean water and drawing a sheet of paper through ink passage. Do this with set screw loosened. This removes anything which may tend to harden and stop the flow of ink. If you dip the pen in benzine occasionally it will cut any hard substances that often form.

How to Letter

As soon as you have experimented with the pen enough to be able to make it mark, start at practice work. Hold it the same as you would a brush, between the thumb and first and second finger. Keep the flat end of the pen squarely on the card at all times while drawing strokes. Remember no fine spurred letters can be made with this pen, so don't expect it. Keep the pen stiff in the fingers. Don't allow it to roll as you do a brush. It must be held rigid. Draw the strokes fairly quickly, having all guide lines and layout ready before starting. One of the features of this pen is that you can work for quite a while with only one filling of ink.

Ink

Care must be taken to keep the ink perfectly clean. No matter how good the ink is, a sediment will form if it is allowed to stand. This is especially true if dust gets into it. The vessel the ink is kept in should be covered while not in use. If ink becomes dirty, strain through two or three thicknesses of cheese cloth. The best ink to use is a good carbon black ink, not necessarily the most expensive grade. A medium ink very often flows better, because it is not so thick.

The manufacturer advises the use of an ink dropper to fill the reservoir and not to put more than two drops in at one time. This may work all right, but if a cardwriter is busy, he cannot afford to wait to fill the pen with a dropper. It has been used successfully by experienced cardwriters by dipping in the ink well. Do not fill too full or the ink will drop on the card from the pen.

The Chart

In the chart this month we have many different forms of lettering made with the Payzant free hand lettering pen. These are only a few of the many varieties that can be worked up. You will notice that the first two full alphabets and numerals are of practically the same formations, with the exception that the first is slanting to the right and the second is straight up and down. Of course, with the slant type you can obtain greater speed, and it should be used on what is termed "rush" or "knock-out" work. Cards that have to be done in a hurry and that probably won't be up for more than a day or two can be done with this form, but if you want a better appearing card, one that is to remain up for a more extended period, it is advisable to use the upright type. Either of these alphabets can be used for small or large cards; in fact, in large stores quarter sheets are lettered with no larger letters than these, from half to three-quarters of an inch in height. The lettering is not as heavy or prominent as outline or heavy brush stroke lettering, but it makes an exceedingly smart and attractive card, especially when hundreds are used throughout the store and uniformity and neatness are the first things to be considered.

These letters and numerals are all made with the one stroke method. That is, one stroke of the pen completes one stroke. No second time over to make it heavier. If you want a heavier letter use a larger pen. The strokes are all drawn pretty much in the same man-

ner as in brush stroke lettering, namely from left to right, and from top to bottom. This rule, with few exceptions, holds good. An exception to this rule is the "O." This letter can be made



with one continuous stroke, starting at the top and ending at the top. This takes more practice, but gives a better formed letter. "C," "J," and "S," are also letters that can be made with one stroke of the pen; with the brush it takes two or more strokes to complete.

One of the most important points about the formation of these letters is to have all lettering at the same angle. In case of the first alphabet, all the main down strokes must slope at the same angle or the word will not appear connected.

As was said before, a fine spurred letter cannot be made with this pen on account of its bluntness, but a heavily spurred letter can be made with good success as shown on the chart.

The words "Heavy Spurred Egyptian," shows what is termed a light faced Egyptian. This is formed after the same style as the alphabet above it. but it has the heavy spurs added. This, in my estimation, is a great improvement, but of course it takes more time to execute. This form is a favorite with many cardwriters for the better class of work.

Outline Letters

For making outline letters and figures, this pen is excellent. A glance at the chart shows three distinct types, which were outlined with this pen. The first shows a spurless Roman letter. This type is especially adapted for emphasizing words on a card.

For outline script lettering, this pen is also valuable. It slides so easily over the surface of the card that a free and easy swing to the lettering is obtained.

The bottom line shows a form of lettering which takes some time to make, but is very effective. Don't use this style of letter on a card unless it is to remain up for a considerable period. It does not pay to spend the time on it if it is to be only used for a short period.

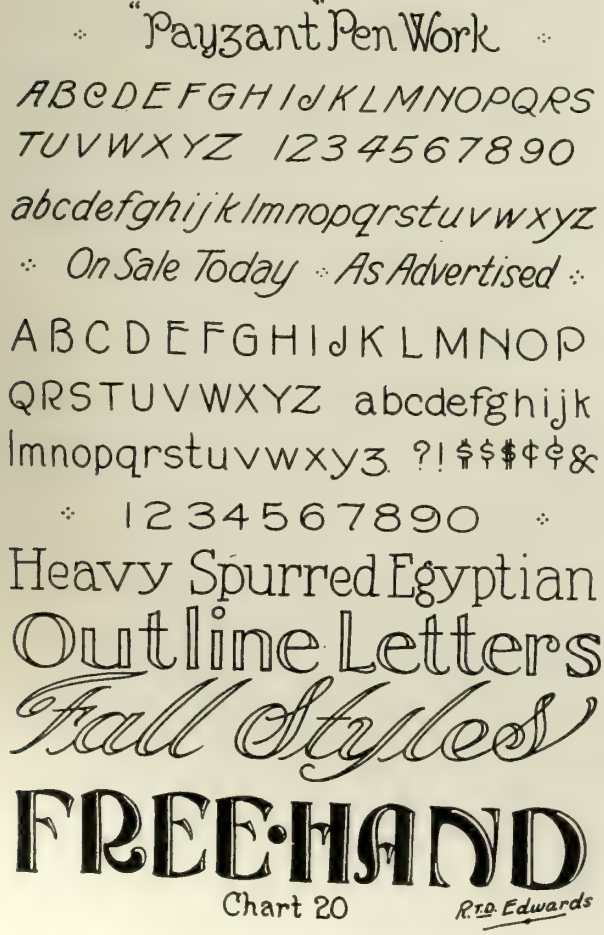


Fig. 1.

Fill in outline letter with small brush and cardwriters' black.

In Fig. 2 is shown a collection of single strokes which give you an idea of how to proceed to practice. Draw upper and lower guide lines and pick out a stroke in the chart and practise it until perfect before proceeding to the next. Don't purposely avoid the ones that are hard to mak· · those are the ones that you should spend most time at.

The Payzant, besides being good for making large showcards, is excellent for making small price cards.



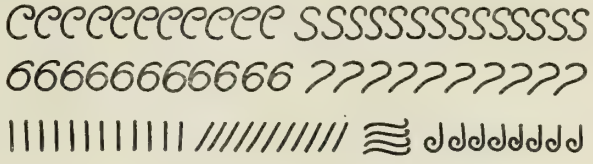
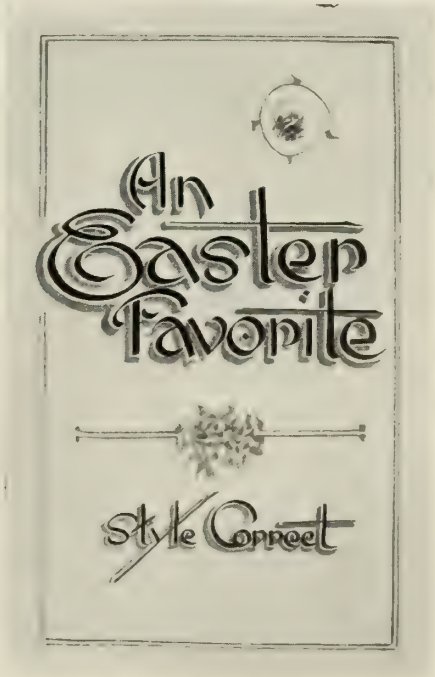


Fig. 2.



MEN'S WEAR SECTION

OVERALLS UP AGAIN; STRAWS WILL BE SCARCE

Felt Hat Prices Getting Higher—Caps Advance—Light Weight Silks for Ties—Clothing Up 5 to 10 Per Cent.—Style Notes in Overcoats—Boys' Suits and Shirts

MANUFACTURERS quite generally will advance their clothing in the neighborhood of 10 per cent. on Fall lines over the Spring and Summer goods. Suits that were sold to the retail trade for $18 will in all probability be advanced to $20. Manufacturers state this higher cost is represented in the increased labor cost and in the cost of trimmings. They have been carrying fairly heavy stocks of cloth and in this way the increased cost of the cloth has not entered as a material factor in the higher price for clothing. Manufacturers are now preparing their models for the Fall trade and travelers will start on the road about the middle of March. While there have been fairly heavy cancellations of orders in some quarters manufacturers quite generally state the Spring and Summer trade has been quite satisfactory from this standpoint and that cancellations were not heavier than in normal seasons. Where cancellations are reported heavier than normal they are accounted for by the fact that merchants in some instances find that it takes more money to carry a normal stock. Their orders accordingly are pared down to come somewhere near their normal investment in clothing stocks. Business for the Spring and Summer trade is reported equal to the same period last year.

Now Reclaiming Soldiers' Clothes

During the first part of the war the cast-off soldiers' outfits were destroyed entirely either by burning them or burying them. The British Government has now completed facilities for reclaiming this cast-off clothing. The saving that has been effected is thereby enormous and will help conserve in a large measure the wool supplies. The extent of the business may be seen when it is realized that between May and December of last year there were handled at Dewsbury, 700,000 pairs of trousers, 600,000 tunics, 550,000 pairs of socks, 320,000 caps, 320,000 pairs of puttees, 220,000 pairs of drawers, 200,000 shirts, 120,000 pairs of pantaloons, 75,000 towels, 70,000 great coats, and 50,000 Cardigan waistcoats. This reclaiming would be a factor in helping to keep prices of cloth down, as the supplies of wool thus secured are turned again into shoddy cloth.

During 1916, Great Britain's exports of cloth (up to Dec. 1), were 123,340,700 yards, compared with 83,894,400 in the corresponding period of 1915.

Double-breasted Coats Gaining

Double-breasted coats are coming in for Fall wear, three in one button, and two button styles. Lapel roll is mostly semi-, but may be varied a good deal within the limits of the high button effect that is predominant.

Influenced by Trench Coats

Fall overcoats are strongly influenced as regards styles by the trench coat idea. This is, of course, an ulster style, but Canada is largely an ulster wearing country, this form of garment being well adapted to climatic conditions. The loose box coat or slip-on is also to be shown considerably this Fall, and is likely to be popular as ever.

Tommy Tucker Models for Boys

In the matter of boys' clothing for the coming seasons of 1917, the same conditions as affect the grown-ups' wearing apparel prevail also, and anything woollen will be higher priced. For very small boys' between two years old and six, the Buster Brown suit has become a thing of the past, and in its place is being brought out the Tommy Tucker, a new idea, very neat and pretty, comprising a suit of jacket and knee pants with white pique collar and cuffs, the material of the suit being blue serge.

For boys rather older, the double-breasted suit has gone out of style now, and this is being replaced by a Norfolk style of suit with tendencies towards the pinch-back.

For the higher class taste in boys' wearing apparel some very quiet and conservative suits are being kept to the fore, the demand apparently being unvarying in this respect. Tweeds and serges are the prevailing materials, usually in reserved colors. Boys are wearing Norfolk suits up to fifteen years of age now, replacing the double-breasted bloomer suit of last seasons, and in the East at all events, youths from fifteen upwards, and even in some cases from as young as fourteen, are likely to be found wearing rather mannish styles of suits, and paying particular attention to cut and detail. For these young men in the bud, the pinchback tendency will be found most marked early in 1917, and may endure throughout the Summer and into early Fall.

Another 50c Advance in Overalls

OVERALLS.—It was intimated in these columns in last issue that there was strong probability of an advance of 50c per dozen on the line of one overall manufacturer, such an advance has now been made effective. This concern is now quoting their overalls at $19 per doz. for the black, blue and blue striped goods. There has been a big demand for the one-piece overalls. These prices are only named for March and April delivery. Another concern is taking orders for delivery up to the end of September. With this concern the price of $18 per dozen still holds. One manufacturer pointed out that the enforcement of

The Outlook for the Summer

SCARCITY—If warm weather sets in for a long period like last Summer, there is a certain scarcity coming in bathing suits and sports shirts. One firm in latter sold up to July 1st.

DUCK TROUSERS—Most retailers will advance $1 line of last year to $1.25 and $1.50 line to $1.75. Some are having weight of former reduced to retain old price.

INVISIBLE SUSPENDERS—Price of 2 and 4-point advanced from $2.25 to $2.40. Some $3.60 lines up to $4. Others, $4 lines, remain unchanged.

SILK HOSIERY—Some $4.50 lines still on market, with printed clocks to keep cost down. Advances from $6.50 to $7.50 to retain quality. Deliveries very uncertain.

BALBRIGGAN—Still $4 and $4.50 lines on market, though much depreciated in quality. A well-known $4.50 range is up to $6.25. and $6.50, preserving quality.

SPORTS SHIRTS—Much larger demand than last year expected, if weather is at all favorable. Lines at $8.50 and $9 still on market.

SOFT COLLARS.—Big ranges coming in of new lines. Long points very weak, 2-inch favorite; $1.20 up to $3. Device for holding tabs together where links are not used.

PALM BEACH SUITS.—Good season again expected. Last Summer's prices pretty well duplicated, though weight in corresponding cases is lighter.

the regulation for the collection of duty based on the value of the goods at the time of shipment has meant at least an increase of 42c per dozen on the price of overalls. Labor operations have increased considerably the cost of manufacture. One manufacturer stated that the cost of one operation on a dozen had increased from 72c to 90c, and that this was a fairly representative instance of the way the labor cost has mounted in nearly all the operations. Forward placing orders are good at the present time, but sorting orders are stated by some manufacturers to be lighter than usual. In some quarters higher prices in overalls are looked for, the intimation being made in one quarter that overalls at $24 per dozen would not be out of the range of possibility. Another manufacturer, however, gives it as his opinion that the market has reached pretty near high point.

May be $3.00 Hat; Straws Are Scarce

HATS: FELT AND STRAW.—An advance during February in Canadian felt hats by the manufacturers increased the price 10 per cent. Some jobbers assert that this new price will necessitate that the $2.50 hat be advanced to $3 for the Fall trade in the retail stores. This is, of course, for a hat with a genuine leather sweat band and bound edge. There will be lower-priced hats for the imitation leather sweats and the unbound edge. One of the Canadian makes of hats which last September sold for $14.50 are now quoted at $20 per dozen to the retail trade. Travelers for the wholesale houses will start on their rounds about the middle of March with their Fall samples.

There will be a shortage of straw hats this coming season according to dealers closely in touch with the situation. This is caused through the shortage of the braid which usually comes from China. As an indication of the trend in the straw hat market one manufacturer at the time of writing had withdrawn prices altogether. This was taken by the wholesale trade as a very good indication that higher prices can be looked for in the near future.

In caps there is a very decided advance also. The increase amounts to between $1.50 and $2 for the past month. There is also an increasing difficulty in getting raw material. Fortunately the situation, as far as actually getting the goods, is not quite as serious as it is with the soft and stiff hats. It is merely a matter of paying the price. The tweed cap with the large crown seems to be holding the centre of the stage for the present.

Thin Silks to Retain Cheaper Ties

NECKWEAR.—Manufacturers' agents state they are showing thinner tie materials than ever before in the history of the trade. This is to meet the demand for the low-priced article. They anticipate there will not be a heavy sale of these, but they find it necessary to carry the lines in order to cover inquiry for these goods. Considerable cotton is being put into these lower-priced lines with a percentage of silk. In the better grades of silk cloth for neckwear there have been announced by the manufacturers in Switzerland an advance of approximately 5 per cent. during the month. Representatives of Swiss manufacturers do not anticipate quite as heavy a year during 1917 as they had in 1916, when the trade was exceptionally good. However, they have hopes that they may be disappointed in their expectations. The year 1916 was the big year for silks and there would be no serious objection by the dealers to a repetition of the same state of trade. It is anticipated that the purchases will largely be for actual needs so far as can be anticipated. High prices for silks make dealers chary of carrying heavy stocks. There was an easier feeling in the raw silk market during the month. Exchanges were closed for a time owing to the break in the markets.

Loud Patterns Predominate in Fall Shirts

SHIRTS.—As to patterns, the whole tendency is toward the loud and bold—though this statement, too, must be qualified. It will be possible to secure hair-line effects, and quiet tones. But on the whole designs almost startling will prevail. Perhaps this is due to a desire to give the shirtings a different appearance, so that the advance in price will be more easily overlooked. It will be hard not to overlook everything but the shirt in the case of some of the Fall patterns.

ON BUYING TRIP

W. S. Adams, of Rylands & Co., dry goods merchants, Lethbridge, is on a buying trip to the East, and will visit Winnipeg, Chicago, Toronto and Montreal.

The Antiseptic Bedding Co., Ltd., Toronto, was granted a charter, with capital of $60,000.

A charter was granted the Brophey Suspender Co., Toronto, with capital stock of $40,000. The directors are W. A. Brophey, Montreal; W. L. Harkness, W. F. Hogg, A. F. Brophey and C. E. Eddis, Toronto.



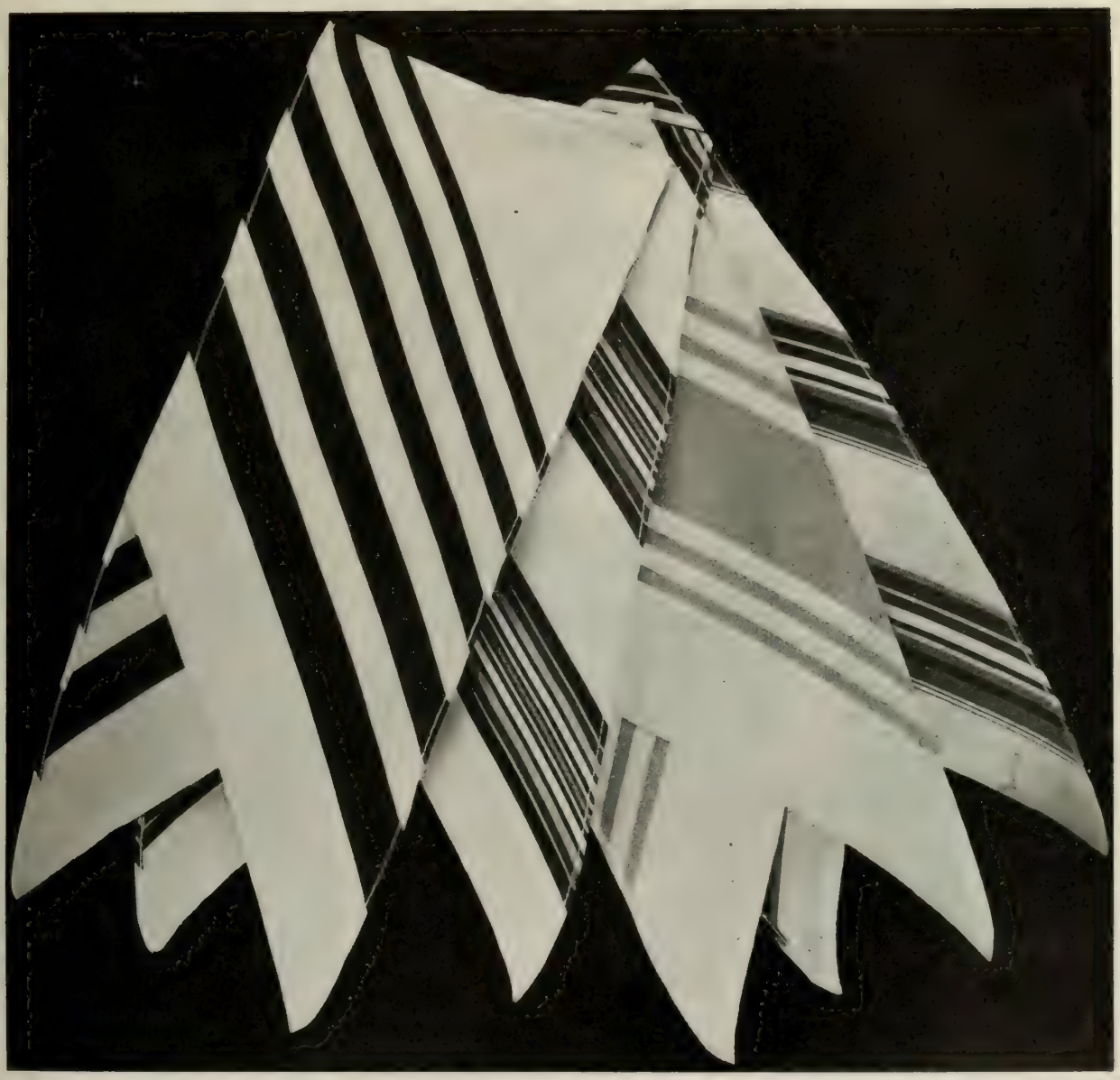
VAN RAALTE VEILS

WE present the Cherry Blossom, a new Van Raalte creation. It imparts the bloom of youth to its wearers—brings buyers and prestige to live veil departments. Characteristic Van Raalte National Advertising assures a large and persistent demand for the Cherry Blossom.

E. & Z. Van Raalte, Fifth Avenue, at 16th Street, N.Y.

Factories: Paterson, N.J. Chicago Office: 105 South Dearborn Street
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OUR own *original designs* brought out in wonderful color combinations that will appeal at sight — nothing like these ever attempted before — what you want is *something different* that will increase your business. DON'T WAIT — send to-day for 3-dozen assortment.

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MANUFACTURERS OF

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THE GENUINE
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Inspection Invited

1747B — $13.75
Gaberdines and Serges,
Navy and Black,
Checks also.

1672B — $13.75
Tricotines, Whip Cords,
Poplins, Serges, Gaberdines,
Leading Shades, Checks also.

POPULAR PRICES PREVAIL

All Mail Order Advertising Debarred

With the April issue of THE DELINEATOR, now on sale, we exclude from its columns advertising of all goods offered to the public by mail only, where the nature of the goods permits their distribution in retail stores.

This policy, no matter what the cost, will be rigidly enforced in future issues of

The Delineator

The greatest selling force among the women of America thus becomes the greatest force for sales through local merchants exclusively.

Mail order advertising is not, and never has been, accepted by the Butterick Quarterly. No advertising is accepted for the Butterick Fashion Sheets except that of the merchant handling our goods.

For your own interests, you should make every effort to increase the circulation of THE DELINEATOR.

Butterick—*Publisher*

The Delineator styles are reproduced by Butterick Patterns

JAMES RICHARDSON, LIMITED
MAKERS OF
The Richardson Brand
BABIES', CHILDREN'S, JUNIORS' and MISSES' WEAR

WE HAVE ADDED—

to our popular line of Babies', Children's and Juniors' wear the following line *for Misses up to 20 years*:

Taffeta Dresses
Crepe De Chine Dresses
Voile Dresses
Sports Dresses
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STYLES RIGHT
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Send for Samples To-day

JAMES RICHARDSON LIMITED
14 BREADALBANE ST., TORONTO

HINTS TO BUYERS

BROCK'S ISSUE SPRING BULLETIN

The W. R. Brock Company have issued their special Spring number of "Once-a-Month," which comprises information respecting conditions in the dry goods trade as they view it. The number is attractively gotten up and is for free distribution. It deals quite extensively with price quotations and is well illustrated. Samples of some of their goods are attached in neat form on the inside back cover page.

MR. BENEDICT REIS JOINS C. KENYON COMPANY.

Mr. Benedict Reis is now with the C. Kenyon Company, New York, and will be in charge of their Men's and Women's "Kenreign Weatherproof" coat lines. This department handles all classes of rubberized and weatherproof fabrics.

The Transparent Oil Silk Coats which Mr. Reis has been manufacturing for several years, and which are featured by some of the most famous houses in the country, notably Marshall Field of Chicago, Franklin Simon of New York, etc., will be hereafter manufactured by the C. Kenyon Company, and will be greatly enhanced by the utilizing of their extensive designing departments. Incidentally, while this oil silk has been imitated within the past year or so by a foreign cloth, the Reis coat has proved to be far superior to all its competitors.

Mr. Reis has long been associated with the production end of rainwear garments, and is a specialist in every sense of the word. He was formerly associated with the C. Kenyon Company some eight years ago, and is returning to his old associates with a warm welcome.

BOB LONG WEEK—APRIL 2 to 7

BOB LONG week which will be celebrated from East to West throughout the Dominion, the week of April 2 to 7, is the culmination of a remarkable success.

It is only three years since Bob Long gloves were introduced to the trade, as the only strictly Union-Made glove made-in-Canada.

So great has been the appeal made by these gloves that it has opened a market for the Bob Long overalls which were quickly followed by the Bob Long shirt, then by the Bob Long knitted goods, making a line that has proven most acceptable to dealers throughout the country, netting them good profits and assuring them of ready sale and quick turnover.

Dealers have shown themselves eager to fall in line with Bob Long suggestions for the big special Spring Opening, and are ready to co-operate with the big national advertising campaign by dressing their windows with Bob Long goods, and talking up the line with every possible customer.

To stimulate enthusiasm among the dealers, R. G. Long and Company, Limited, are offering substantial prizes to the dealers who send in photographs of their window displays. The judging will be done by unprejudiced authorities and the winning dealers will not only be awarded substantial prizes besides publicity, but an enormous increase in business in these lines. The idea of the Bob Long Week is to bring before the working man the goods he needs and wears—in an attractive manner, as is done by the millinery trade in their Spring openings of new styles.

The week of April 2 will be the working man's week for new gloves, overalls, shirts, etc., and, after all is said and done, who, is more entitled to a display of this kind than

the working man? We all ought to cater more to him as he is the best buyer.

It is interesting to note that the largely augmented output of the new Bob Long factory is being taxed to the utmost, with the indications that further output will have to be arranged, for shortly.

JAS. RICHARDSON MAKING JUNIOR AND MISSES.

THE Jas. Richardson of Toronto, are making changes to which bespeak growth and prosperity. Formerly only babies' and childrens' wash dresses were made, but the plant has been extended to include junior and misses' wash and silk dresses. The firm itself has changed its personnel somewhat. Mr. Harris, formery with the Doherty Manufacturing Co. is the new Secretary and General Manager, and Mr. Dickerson, formerly factory manager for the Doherty firm, has been appointed factory manager. Both are members of the firm which is to be known as the Jas. Richardson, with Mr. James Richardson as president. All these gentlemen are well known to the trade and the skill of the new members of the firm in making misses' lines, along with the proved reputation of the firm in children's wear will make a strong combination in bringing the junior and misses' goods before the retailers.

WOLSEY AND RAMESES DIRECT TO RETAILERS

The well-known makers of Wolsey all-wool underwear, R. Walker & Sons, of Leicester, England, have decided to deal direct with the trade in Canada instead of through the jobber. With this in view, they sent a representative last month to Canada, E. H. Floate, who called on some of the largest dry goods stores. Many were surprised to learn that the British mills were in a position to make large shipments to Canada. In view of the heavy cost of all-wool garments this firm have made arrangements to deal in percentage lines as well, under the trade mark, Rameses. An office for Canada is likely soon to be established in Toronto.

PERSONALS

The Neepawa Bargain Store, Neepawa, Man., has been succeeded by A. M. Shell.

J. J. Hourigan, general merchant, Rush Lake, Sask., has been succeeded by H. A. Dantzer & Co.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

CLATWORTHY FIXTURES keep abreast with the latest ideas.

To be supplied with fixtures and display forms from Clatworthy's is to have the best at your disposal for displays that make selling easier. Pay us a visit or write for catalogue of the Clatworthy line.



WE GUARANTEE

Our Flesh Enamelled Forms to be superior to all others. They are superb. Send for a sample from us before placing your order.

A comparison is all we ask.



No. 1566A

Enamelled Display Form, as per cut, or with extended shoulders.

Our special washable enamelled neck and shoulders, latest mode form base and standard in any finish.

No. 1075A.

Our waist forms are used by all the leading stores. Note the beautiful line of Pyramid base.



No. 5151—Special Thin Waist or Dress Hanger. Smooth as glass, beautifully finished with 3" or 5" hook. Price per 100 - - - - - - $4.50

Clatworthy & Son, Ltd.

"The Largest Makers of Wax Figure Forms and Fixtures in Canada"

Toronto Ontario

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BUYERS' GUIDE

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BUSINESS CHANCES

WANTED TO HEAR FROM OWNER of good store for sale. Northwestern Business Agency, Minneapolis, Minn.

WELL ESTABLISHED GENERAL store and dwelling, in a lively western town; turnover $100,000 yearly. Hardware, groceries and dry goods. A good proposition for the right party. Good reasons for selling. Apply Box 300, Dry Goods Review.

MANUFACTURERS' AGENT WANTS another good, saleable line to sell on commission to the dry goods and department store trade in London, Ontario, or London and surrounding territory. Energetic representation assured. References given. E. L. Williams, 193 Cheapside St., London, Ont.

STORE TO LET 154 BANK ST., OTTAWA: now occupied by estate G. W. McKibbon, dry goods and small wares; profitable business carried on in this location for years. Store contains basement and ground floor, each 23 x 99, also two upper flats, each 23 x 50. Goods entrance at rear. Possession prior to May 1st, if desired. Apply N. R. Robertson, 222 Sparks St., Ottawa.

Mending Wool
of all kinds. For jobbers only.
Manufactured under customers' private brands.
Guelph Mending Yarn Supplies
Guelph Ontario

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness —it compels people to think of you.

ZIP SNAP SPRING FASTENER
For immediate and future delivery. The newest on the market. Equal to the best.
ZIP SNAP FASTENER SALES CO.
1133 Broadway, New York

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

BUY only those raincoats that carry the name or label of a reliable manufacturer.

The largest rubber manufacturing company in Canada stands behind "Dominion" Raincoats.

These garments are guaranteed against defects in quality and workmanship.

"DOMINION" RAINCOATS

"Made in Canada"

Write our nearest branch for price lists and further information.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.



For Easter Sales—Quick Deliveries

Preparations have been made for a record-breaking business for April. Special purchases of materials enable us to put out the best values we have ever offered.

Featuring Serges, Silks, Velours, Poiret Twills, Coverts, Poplins, Gabardines and Novelty Weaves.

Delivery in Time on Orders Placed At Once.

Write or Wire for our Salesman to call on you.

M. Pullan & Sons, Limited

The Big, Popular-Priced Coat, Suit and Skirt House

Pullan Building, - - Toronto, Canada

Montreal Showrooms:
614 New Birks Bldg.

Quebec Showrooms:
Orkins Bldg., 64 St. Joseph St.

DRY GOODS REVIEW

VOL. XXIX. No. 4 APRIL 1917



First in the Dominion
First in the United States
First Prize Panama-Pacific Exposition

Model Brassières

A little more value.
International Advertising.
Many exclusive features.

MODEL BRASSIERE CO., 200 FIFTH AVENUE, NEW YORK

Canadian Office: Mappin Building, Montreal



HANDSOMELY TAILORED, CORRECT IN STYLE, WITH THE KENYON ASSURANCE OF SATISFACTORY SERVICE

LEFT: Suit style 23. Country Club cloth. Collar and cuffs trimmed with contrasting plaid or wool velour. 800 Joffre Blue, 1734 Gold, 1735 Apple Green, 1736 Honey and 1737 Rose; at $20.00 CENTER: Coat style 699. Wool Velour. White Jersey collar. 1529 Gold, 1530 Apple Green, 1531 Joffre Blue, 1534 Rose and 1499 Helio; at $15.00. RIGHT: Coat style 709. Wool Jersey. Trimmed in contrasting colors. 2000 Kelly Green, 2001 Gold, 2002 Wild Rose, 2209 Joffre Blue and 2210 Bronze; at $13.50.

Merchants all over the United States and in Canada have learned from practical experience that we offer only accepted styles in these monthly cover advertisements. Frequent mail orders for such styles will keep your stocks up to the minute. Please mention this Paper.

NEW YORK
5th Ave. Bldg., 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.



Linens

NOTWITHSTANDING that Linen Goods of all classes are almost unobtainable, we still have a well-assorted stock in the following goods:—

Tablings, Napkins, Cloths, Towellings in Crash, Huck and white and coloured Turkish. Full assortment in white and coloured Turkish Towels; also hemmed and hemstitched Huck, Tea Cloths, Dowlas, Huck, etc.

Our range of plain and fancy Handkerchiefs is very complete.

We offer all the above merchandise at prices that are right.

Silks

We have a full range of black and coloured Silks on hand, including Taffetas, Paillettes, Messalines, Crepe de Chine, Faille, Grosgrains; also Sports designs in Jacquard Shantungs and Khaki-Kool Cloths.

Write for samples.

Greenshields Limited

17 VICTORIA SQUARE MONTREAL

Everything in Dry Goods



ENGLISH MOHAIRS

Spring and Summer Fashions find faithful expression in B. D. A. English Mohairs.

Style-beauty is enhanced by the body, texture and lustre for which the "Mohairs of maximum merit" are famous.

And for the season's special requirements—repelling dust, dampness and wrinkles—Mohairs are supreme.

Stock B. D. A. Mohairs.

The Bradford Dyers' Association, Limited

Bradford, England

American Bureau:

231 West 39th Street, New York, U.S.A.

SEE US FIRST FOR

Summer Dress Goods and Suitings

We offer you Summer Dress Goods and Suitings that will increase both your turnover and your profits.

Bright, Attractive Designs,

Newest Weaves and Colorings.

All Ready to Ship Now.

White Drill 28/29", to retail @ 15c per yard and up. Exceptionally suitable for Middies. Soft, yet most durable.

White Pique, suitable for either Skirts or Middies, to retail @ 20c per yard and up. All weights, in fine, medium or large cord.

"Kooloff" Gabardine Suiting. The very newest designs and colorings in this popular cloth. On Tan or White Grounds, with the scattered ring patterns or stripes, in all best shades. 36" wide, rolled double, retail @ 75c. Cannot be beaten for sport suits or outing skirts.

Ask us for samples of our Summer Dress Goods. We have an extra good stock in Poplins, Piques, Crepes, Mulls, Voiles, Tussah Silks, etc.



John M. Garland, Son & Co., Ltd.

Corner Queen and O'Connor Streets

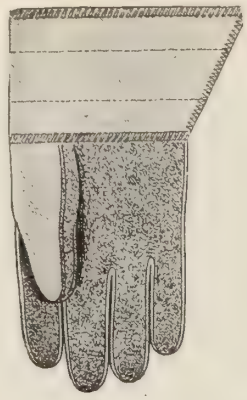
Ottawa ∴ Canada

TAPATCO
REGISTERED BRAND TRADE MARK

Strong Call for TAPATCO Cotton Gloves

This is the time of the year when the call is doubly strong for Cotton Gloves. Men, women, boys and girls bring these gloves into constant use with the opening of Spring. They use them in the garden, they use them in the garage, they use them in the barn, they use them everywhere.

This army of workers, the country over, want a good glove, a glove that will stand big wear. Sell them the TAPATCO BRAND, the tried and



reliable glove. Once used, it is always demanded.

The price at which the Glove sells, combined with its quality and reputation for wearing, makes the TAPATCO BRAND an easy seller. They are made in Band Top, Knit Wrist and Gauntlet Styles, light, medium and heavy weight. Jersey gloves and mitts in Oxford, Tan and Slate. We also make a leatherette-faced glove that is a winner everywhere.

The TAPATCO BRAND has the quality, the appearance and all the merits required to make it a big and steady seller. Stock up with this line of Cotton Gloves, and you are sure of good returns. Give the TAPATCO BRAND lines prominence, it will mean good profits, and pull other sales. Order through your jobber.

The American Pad & Textile Co., Chatham, Ontario

WHETHER you want durable LONG-CLOTHS, sheer NAINSOOKS, fine MADAPOLAMS, the very best FLANNELLETTES, SHEETINGS, made-up PILLOW CASES, and SHEETS,

ask for and get

"HORROCKSES"

HORROCKSES' name on the selvedge is a protection for you.

Horrockses, Crewdson & Co., Ltd. Manchester & London, England

Agent for Canada:

James F. Ritchie, 501 St. Catherine Street West, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**



Muser Brothers
(Canada) Limited

New Exclusive
Laces and Novelties
For Spring and Summer

You will be delighted with our new select creations in the following lines:

Laces, Embroideries, Chiffons, Wash Goods, Georgettes, Neckwear, Dress Trimmings, Ribbons, Corsets, Brassieres, Hosiery, Etc.

Range, Quality and Price Are Right

Everything in favor for brisk selling.

Send in your Summer Orders now.

We are able to take care of your rush orders for Spring and can give immediate delivery.



Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET

MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

"Old Bleach" Linen *for the Bride*

Feature *"Old Bleach"* Linens early and catch the June Bride.

This beautiful linen will have an irresistible appeal. Finished in the old-fashioned way, without the use of chemicals, it has a silky softness and a beautiful whiteness of snow-like purity.

You can depend upon it that this linen will give entire satisfaction to your customers.

Why not attract more trade by giving this linen prominent display?



R. H. Cosbie, Limited, *Irish Linen Agency*

22 Wellington Street West, Toronto

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO 65 Simcoe Street — **MONTREAL** 525 St. Paul Street

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.

J. Bonas & Son., Derby, England—Tapes, Stay Bindings.

Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.

George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.

Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.

Donisthorpe & Co., Leicester, England—Wool Mendings.

Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.

F. Bapterosses & Cie., Paris, France—Agate Buttons.

Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.

Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.

Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener. Wilson Dress Hooks.

Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.

Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.

Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.

Schott Bros.—Button Moulds, Schott's and Diraco Machines.

The Winwal Co. Buttons that can be covered by hand.

PEARL BUTTONS

English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID

Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS

Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

Mail Order Advertising Not Accepted

Hereafter THE DESIGNER—published by the STANDARD FASHION COMPANY—will refuse to accept all mail order advertising of goods which could properly be sold through retail stores but are offered to the public by mail only. This policy began with the April issue of

THE DESIGNER

While this means a heavy loss of revenue for THE DESIGNER, we believe it is the policy best for our subscribers, our advertisers, and the merchants of the country; and therefore best for the country as a whole.

Henceforth the powerful sales influence of the advertisements printed in THE DESIGNER will work all the time for the local retailer.

For your own interests you should increase the circulation of THE DESIGNER.

STANDARD FASHION COMPANY

472 Wellington Street West, Toronto

The Designer Styles are reproduced by *Standard* Patterns

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

LONGCLOTH THOROUGHLY SHRUNK

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

EASY TO SEW.

ERO LONGCLOTH — SELVEDGE STAMPED EVERY TWO YARDS "SPERO" MAKE. — QUOD ERO SPERO

STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK

If you want a reliable Hem-stitched Plain Bleached Sheet, enquire for the HAWORTH, with "SPERO" MAKE on selvedge—the most popular on the Market Each sheet stamped :—





Alfred Hawley DYER

When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Notwithstanding satisfactory business in

CARPETS RUGS and HOUSE FURNISHINGS

for spring, our stock in these lines is large and attractive.

OUR

WASH GOODS

DEPARTMENT is in a position to supply your assorting requirements.

Our large stock of

GENERAL DRY GOODS

is at your disposal.

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

MONTREAL

TORONTO CALGARY

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables : "Spero, Manchester."

Cotton Goods

HAVING

On Selvedge every two yards the words 'SPERO' MAKE

ARE RELIABLE, SO ENQUIRE FOR

FLANNELETTES, CALICOES SHEETS AND SHEETINGS

Also the "HAWORTH" GREY—soft as Merino, specially woven for undergarments.

that have stamped on selvedge, every two yards, the words

"SPERO" MAKE.

Taylor's Toilets

ESTABLISHED 1836

Now that the Summer is here your need for stock of Talcums, Lotions, Creams, Etc., is intensified, for that Scorching Skin, Sunburn, Tan, Etc.

Taylor's **Toilets are the finest and most reliable on the market and show good profits.**

ORDER TO-DAY

FROM YOUR JOBBER, WHOLESALER, OR FROM

JOHN TAYLOR & COMPANY, Limited

12 WELLINGTON STREET EAST, TORONTO, CANADA

MAKERS OF

Infants-Delight Toilet Soap

Tate Electrolytic Waterproofing Processes Limited

TATELEC
TRADE MARK

Waterproofers of Textiles

Jacobs Building - 282 St. Catherine West

MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

LIDDELL'S

GOLD MEDAL

IRISH LINENS

See our samples for next season

NOW ON THE ROAD

Hand-Embroidered Linens, Embroidered Sheets, Pillow-Cases, Hand-Embroidered Linen Tea Cloths, with Tea Napkins to match.

Hemstitched and Hand-Embroidered Linen D'Oyleys, Cosy Covers, Cushion Covers, etc.

R. H. COSBIE, LIMITED

Irish Linen Agency

22 Wellington Street West

Toronto

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK



13–17

Every Collar a Trade Puller



12–18½



14–19

The KANTKRACK Line of composition collars is a trade-puller because it abounds in exclusive features that bring satisfaction to every customer—Real linen-like appearance—Reinforced Buttonholes—Flexible Lips and Slit Back—Smart Styles—an out-and-out smart collar that pleases a continually growing clientele.



13–18

Made in "One Grade Only and that the Best."



12½–18½

Send an order to-day for a few of our popular selling styles.

Remember the three K K K when ordering your stock.

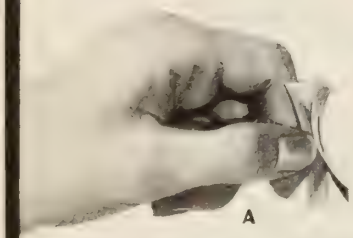


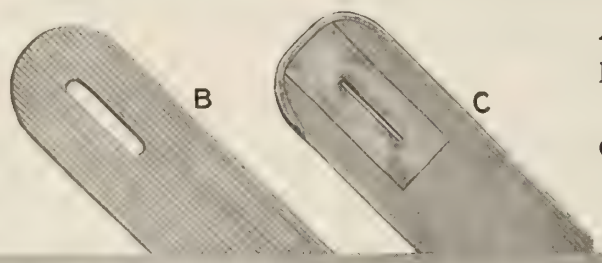
12–18½

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

An Indestructible Buttonhole





A—Woven buttonhole lining.

B—Buttonhole before insertion of lining.

C—Woven lining as inserted and sewn.

USED ON BROPHEY-CHESTER FABRIC END SUSPENDERS

Solidly woven in one piece, both sides alike.

They cannot rip off or come unstitched.

The strain is distributed over the whole end, not on one point only.

These features are well worth demonstrating to your customer.

The Brophey Suspender Company, Limited, Toronto

Salesrooms: 266 King Street W. Office and Factory: 472-474 Bathurst Street

The "Arlington" Collar
Sales Calendar

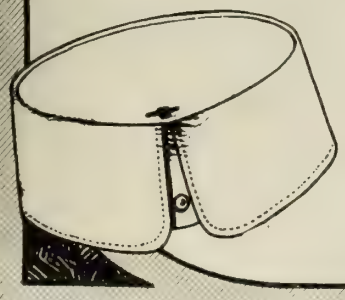
APRIL

S	M	T	W	T	F	S

The Month of Showers

PREPARE your store to take new business from the increasing demand for *Challenge* Brand, Cleanable Collars—the collar that is cutting out laundry bills for thousands and increasing thousands of men.

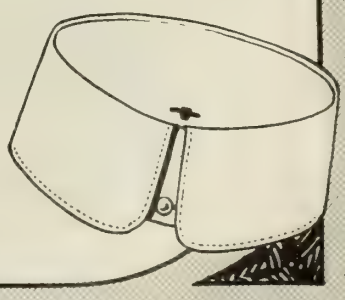
April is a good month to boost the sales of *Challenge* Brand Collars, which cannot be spoiled by RAIN. *Challenge Brand Cleanable Collars* are made in all the popular selling styles, half sizes. They are ever white, in handsome stitched edge effect and dull linen finish. Instantly cleanable with a bit of soap and damp cloth or sponge. Proof against rain—grease—soot or perspiration—and there is no limit to the class of men who wear *Challenge Collars*.



Now is the time for a profitable, cleanable collar business.

Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St., E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg



The Arlington Company of Canada, Limited

56 Fraser Avenue · TORONTO

Carpets and Housefurnishings

Spring is here, so are we with the following attractive lines to offer:

Our Special Seamless Axminster Rug in rich colorings in Oriental, Floral and Conventional patts., 3 x 4 only @ $30.00.

Carpet Squares

Splendid assortment of the following lines, Tapestry, Brussels, Velvet, Wilton, and Axminster, in stock in the following sizes:— 2¼ x 3, 2½ x 3, 3 x 3, 3 x 3½, 3 x 4.

Our Leader, Seamless Wilton

Sizes: 6 x 9, 8.3 x 10.6, 9 x 12, $35.00 to $55.00.

Brussels Body Carpet and ¾ Stair to match, $1.25 yd.
Tapestry ⅝ and ¾ Stair, .80, .90, $1.10 yd.

Rugs and Mats

Rag Rugs, 18 x 36, 24 x 48, 30 x 60, 36 x 72 @ 75 cents to $2.00 each.
Imported Axminster Mat, 15 x 30 @ $1.50.
" Tapestry Mat, 27 x 54 @ $1.75.
" Velvet Mat 24 x 48 @ $1.85.
" " " 25 x 52 @ $2.25.
" Moquette Wilton Prayer Mat, 25 x 45 @ $3.00.

ALWAYS IN STOCK
Cork Carpet, Inlaids, Linoleum and Floor Oils.

Draperies

We have a very attractive range in the following, both as to price and quality:—
White Window Muslins, Plain and Frilled, 9, 11½ and 12½ cents per yard.
Plain and Fancy and Colored Bordered Scrims, in Ecru, Ivory and White, 36" wide, 11 cents to 60 cents yard.
Bungalow Nets, 13½ to 75c yard.
Scrim and Lace Curtains, 2½ and 3 yards long, 95 cents pair up to $6.00.
Cretonnes, 36" wide, 16 cents to 32½ cents.
Art Sateens, 30" wide, 20, 30 and 35 cents yard.

The W. R. BROCK COMPANY (Limited)
TORONTO

INQUIRIES ANSWERED FOR D.G.R. READERS

More Wanting Made-to-order Coats and Suits—Canadian Makers of Baby Carriages—Keeping 1916 Invoices for Insurance Companies

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of March.

EASTER LILY PLANTS

Hanover, Ont.—Where can we procure a quantity of Easter lily plants to sell Easter week at attractive prices. Please have grower send us prices.

Answer—Several names of growers were supplied with prices, including those of Dunlop's and Miller & Son, Toronto, and the Dale Estate, Brampton.

BABY CARRIAGES

Stirling, Ont.—Would you please give me two or three names of manufacturers of baby carriages, Canadian firms.

Answer—Reed and Rattan—Canada Furniture Mfrs., Ltd., Woodstock, Ont.; Gendron Mfg. Co., Toronto; Giddings, Ltd., Granby, Que. Wooden carriages and go-carts, Gendron Mfg. Co. Also a new firm now established on Victoria St., Toronto, Sidway Mercantile Co.

LETTERING AND BRAIDING MACHINE

Marpole, B.C.—I wonder if you could oblige me with the name and address of the agent for the Cornley Lettering and Braiding Machine. There is an agent in your city. The head office is in London, Eng., but it would take considerable time to locate them now.

SUITS AND SEPARATE COATS

Lucan, Ont.—Please advise us at once where we can procure women's suits and separate coats.

Answer.—List sent.

KEEPING 1916 INVOICES, ETC.

Strome, Alberta.—1. Is it necessary to keep our 1916 invoices, shipping bills, and freights after taking stock, January, 1917? Will insurance companies demand them in case of fire?

2. Can you put us into communication with some firm sending out samples for ladies' made to measure suits?

PAYZANT PENS

Several inquiries came in for these. They can be secured from the Art Metropole, Toronto, at $1.50 each.

What Firms Make Up Special Order Suits and Coats?

Several Places—I will be greatly obliged if you could tell me the names of firms who are making ladies' suits and coats to order, and can supply samples of cloth; also Fashion Books.

Several names were sent in answer to this inquiry but DRY GOODS REVIEW *believes there are a number who may be open for made-to-order business, and would appreciate hearing from such.*

¶—Dry Goods Review would appreciate hearing from Supply Houses whose names are omitted inadvertently from the answers given above.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE_____

NAME_____

ADDRESS_____

French Yachting Costume





Corsage of red silk jersey trimmed with white yoke embroidery; collar of white serge, sailor style. Skirt is white serge with large pleats stitched at the top and left unpressed below.

Sent by Drecoll, Paris, to DRY GOODS REVIEW.



Dry Goods Review

VOL. XXIX. TORONTO, APRIL, 1917 No. 4

Clearing the Decks for 1918 Possibilities

AS the Spring season swings into line the merchant is facing one of the most serious questions that war conditions have brought him.

Up to the present time most retailers have felt they were acting a wise part in increasing the stocks they had on hand; not only in the way of the enforced increase that higher prices would bring, where the quantity remained unchanged, but an even greater increase due to loading up on sane lines to avoid having to meet further increases. This was done by many stores six months and even a year in advance of the regular buying season, as in knitted goods, staples in serges and other woolen fabrics, linens, and the like.

Wise Loading Up in 1916.

Call it merchandise gambling if you will; the risk was justified not only from the standpoint of hind-sight, but foresight, and many a merchant to-day has been welcoming deliveries of goods on contracts that were made a year or more ago, who but for this, would be handicapped by almost empty shelves, and the lure of a large variety and lower prices of the Mail Order Houses.

So far, so good. But how about the rest of 1917?

For months now—with the single exception of knitted goods for the Fall—DRY GOODS REVIEW has been urging merchants to "go slow" in buying; to fill only their seasonable requirements; to cut loose from any speculation; in a word, to "play safe" on the present market.

We Won't Feel Conscience-stricken

It may be that next Spring some of our readers will come back at us, and, pointing to a higher price of cottons or a greater scarcity of linens, will say: "We refused to load up—on your advice—and see where we are now!"

Perhaps so. We cannot conceive of any condition, however, where we will feel conscience-stricken. If by some unexpected chain of circumstances the year 1918 brings us prices still higher and a scarcity of some lines even more pronounced, that condition may be left to take care of itself. With many more advances in prices retail trade will fall off, and, at the worst, you will have a host of substitutes in the market on which you can rely—temporarily.

On the other hand, if a merchant in 1917 duplicates his system of stocking up that was wise in 1916, and anything happens to the market—where will you be?

Contrast Yourself and Your Neighbor

You will be stocked up at high prices; your neighbor's shelves will be pretty well cleared.

He will be in a position to go into the falling market and buy his new stock; you will be tied, hand and foot, by what you have.

In the selling, he will be able to make a fair, though, perhaps, not an average profit on a downward market; you will be lucky if you save the original cost, and have to charge overhead and illusory profits to Experience.

Let us quote here the opinion given DRY GOODS REVIEW by one of the shrewdest merchants in Ontario—not a department store chief—but a man who in half a generation took the lead in a city where competition was keen.

Stock Now, Highest in History

"My stock at the present moment is the highest it ever was. I have not only more value on my shelves, but a larger quantity than ever before in my history.

"During the past year I stocked up beyond my custom in all lines I felt reasonably sure were going to advance further.

"If I had not enough of underwear for Fall, or hosiery, I would buy even now, just enough to last me—but I have sufficient.

"In cottons, I would go very carefully; so in linens; so with serges and other woolens. Prices are too high to venture much. Not one of these lines—I question if a single line in the store—could risk any speculative buying.

Traveling Downward in Stock

"From henceforth, my stock will travel down. Each month must see a considerable decrease in value as well as in quantity, and December 31, 1917, will see me with the smallest stock I have had for very many years.

"At all costs—even to sacrificing surplus stock—I must be in a position to face, with decks cleared, the uncertain conditions that 1918 will bring to every merchant."

WOULD M. O. HOUSES EVADE FIXED PRICES?

Crux of the Situation for Dry Goods Merchants in Discussing Maintenance of Prices—Many See in it a Relief From Profitless Cutting—Inquiries Answered in all Parts of the Dominion.

Second article on Price Maintenance.

NEVER have we found as keen an interest taken in a subject thrown into the arena for discussion as that of the right or the wrong of Maintenance of Prices. Even the keen debate that resulted last year in the columns of DRY GOODS REVIEW on the question of Accepting Returns of Goods Bought by Customers, has now to give place to the present subject. Almost equal interest is being taken in the suggestion to retailers to state their views on the present agreement with the fashion pattern firms. Lack of space through the large number of letters received on Price Maintenance prevents us from doing more than merely introducing the pattern issue in this number. More in the next.

In our March number we mentioned that so far those who opposed the Price Maintenance principle were in the majority. A large number of replies received within the past couple of weeks indicate a strong feeling for a rigid system of prices as an antidote for what many regard as unfair privileges and reductions granted Mail Order houses by many manufacturers.

Legislation at Ottawa Against Fixed Prices.

THE subject was introduced by DRY GOODS REVIEW in the form of a statement that "word comes from Ottawa that legislation may be brought down during the coming session making it illegal for a manufacturer to maintain (or fix) a price at which his product shall be sold to the consumer, and refusing to sell further to any merchant who violates this agreement."

In the United States, it was pointed out, the Stephens-Ashurst Bill is now before Congress, legalizing Price Maintenance, as some of the States courts had declared it illegal.

The questions we asked of a few retailers, picked from our subscription list, were as follows:—

1. Are you in favor of the Maintenance of Prices?"
2. What are your reasons for holding this opinion.?
3. Would the Maintenance of Prices help the stores against the Mail Order Houses?
4. In what way do you think the principle would work out ultimately to the consumer so far as prices are concerned?
5. Some arguments for or against Price Maintenance.

Slight Majority Favor Fixed Prices

So far as numbers are concerned this "contest" was a good deal like the last Presidential election in the United States the early returns were not quite final. So, here, the earliest reports received were strongly against the principle of fixed prices; late replies tended to shift the vote and at the time of writing it is very close as between the two, with a slight majority in favor.

With few exceptions the merchants blamed many manufacturers and jobbers for making distinctions in prices as between the big department stores and Mail Order Houses, and the average store. One of the main arguments against the successful working out of the idea was that there was discrimination shown by supply houses.

WITHOUT PROFIT TO RETAILER

One Tendency of Fixed Prices, However, Useful Against Profit-Killing Price-Cutting.

By H. G. Munro, Supt., Almy's, Montreal.

"PRICE maintenance by manufacturers would be more of an advantage if there did not go with it a tendency on the part of the makers of nationally advertised goods to create a popular price in the public mind, and maintain that rigidly, but not to maintain rigidly their price for the goods to the retailer. I could name you a line of exceedingly well-known goods widely advertised, known from end to end of the country East and West, North and South, a line which no first rate store of any size can afford to be without. That line has a well maintained price which the public know, and expect to pay, and which the retailer cannot cut. But gradually the cost of that line of goods to the retailer has risen and risen until to-day it is handled practically without profit to them at all. That kind of price mainteance is not at all desirable from the point of view of retail trade interests, as you can well understand.

Against Keen Spirited Competition

"As a matter of fact my own view is rather against price maintenance by the manufacturer, and I should not be sorry to hear of its being held illegal in this country. Competition is the life of business, and the principle of price maintenance is destructive to the principle of keen, high-spirited competition in retail trade. As a protection against profit-killing price-cutting methods the principle of price maintenance may have its uses, but in the field of legitimate business with keen but not suicidal competition it should be unnecesasry."

PUBLIC PAYS FOR CUT-RATE PRICES

Some Advantages to Maintain Prices—Better Understanding Needed Between Maker and Retailer

By Theo. Morgan, of Henry Morgan & Co., Ltd., Montreal.

PRICE maintenance is a principle which calls for the exercise of wide discretion in its application. With certain lines it has been an advantage to business interests to have price maintenance. Such lines—though I do not care to specify them—are those widely known and universally sold to many stores, especially amongst stores having a tendency to cut-rate methods.

Retailer Should Fix Selling Price

"But there are certain objections to price maintenance. No one but the retailer really should dictate terms and prices to the consumer provided he is dealing with integrity towards his business, and is receiving a fair margin of profit on his merchandise. To sell merchandise at a loss merely to ruin competitors or to corral the market is not merchandising but mere, unscrupulous stock-market speculation. Manufacturing concerns that adopt price maintenance methods must recognize that there are very serious objections to even the best of plans yet developed when such plans are put into execution, and the question is still a debatable one as to whether price maintenance is of as great economic importance as it would first appear upon the surface.

Injurious Cutting of Prices

On the other hand, so ruinous has competition become upon certain well known brands of manufactured articles—due to decidedly unfair, and decidedly injurious methods of competition and cutting of prices—that almost anything that will eliminate this unhealthy condition and remove the temptation would seemingly be a step in the right direction.

Broader Understanding Needed

It is pretty sure that if a merchant undersells one article of goods and the customer benefits by that unfair economic condition, he certainly charges the customer for other articles of goods, a larger profit so that the customer finally pays anyway for these unfair and unscrupulous methods of merchandising which are economically wrong from the standpoint of both the customer and the merchant alike.

In dealing with this question, however, there is certainly great need for a broader understanding between manufacturer and retailer, and a deeper vision of all that constitutes business integrity and business honor, for prosperity and business honor go hand in hand.

PRICE CUTTING IS UNHEALTHY

Same Arrangement Should Hold For Mail Order Houses

From Sussex Mercantile Co., Sussex, N.B.

THIS FIRM believe in prices being maintained because this "prevents cutting, which is unhealty business, and often leads to losses which in the end fall back on the consumer as well as the merchant."

The stores would be helped if the Mail Order Houses were forced to operate "under the same arrangement."

"Uniform prices with reasonable profits could not be detrimental to the consumer."

"PRICES THAT I FIX."

Believes Price Maintenance Benefits the Manufacturer Only.

By W. C. Forman, Ingersoll, Ont.

PRICE maintenance?—Yes, prices that I fix.

I am "the fellow" who buys, sells and pays for the goods, and I only ought to fix the price.

Mail order houses can and do get the goods, and they sell them at their own price.

If prices were "maintained," the consumer would have to pay more for his goods,—and the retailer also.

What is the object of "Price Maintenance"? Simply to get **more money** and **control others**. Every man should be **free** to buy what and where he prefers; having bought the goods, he should fix the price.

LOOP HOLES FOR THE UNSCRUPULOUS

So Many Ways of Evading an Agreement—Retailer's Percentage Would Be Too Low.

By A. B. Carscallen & Co., Tamworth, Ont.

NO. THERE are so many ways of cutting the price, an unscrupulous dealer can always find some way of violating the agreement without getting caught.

The only way the manufacturer or jobber can help the retailer is by selling to him at the same price that he sells the Mail Order House.

Under Price Maintenance the consumer would be the loser.

The retailer is only a machine in the hands of the manufacturer, who is anxious to keep the price as low as possible to the consumer to increase the demand for his goods. As cost of production goes up the manufacturer's price goes up, but I know of no case where the retailer's percentage has been increased in the past three years, yet expenses have doubled.

PORT ARTHUR SAYS "YES"

Would Prevent Cut Prices Demoralizing Retail Trade.

THE Port Arthur firm of I. Mathews & Co., replied in favor: "Yes, in so far as our knowledge goes."

Their reason for this view was that "if prices were not set the demoralization of cut prices in retail trade would be worse."

"Maintenance of Prices as a legal measure would help the stores against the M. O. houses to some appreciable extent."

So far as the consumer was concerned, there would be uniformity, "and the prices set are usually fair."

They add: "On the whole we think there are more arguments in favor of maintenance of prices in dry goods than against it."

PENALIZING CANADIAN MAKERS

St. John, N.B., Store Scores Manufacturers For Selling M. O. Houses at Jobber's Prices.

A LETTER from F. A. Dykeman & Co., of St. John, N.B., reads as follows:—

"Answering questions contained in your circular letter we would say in answer to question 1. That we are positively against the legalization of price maintenance, but perhaps it would be a betterment of the conditions that are existing in Canada to-day. The conditions we refer to are as follows:—

"A large number of the manufacturers of Canada who market their goods through the jobbing houses, will sell direct to the mail order houses at the same prices as they sell to the jobbing houses; consequently the retailer who is forced to buy these goods from the jobbing houses is handicapped by the mail order house being able to sell the goods for what the retailer has pay for them.

Discourages Handling of Candian Goods

"It is most unfair to the retailer, and there is nothing that will so discourage him to handle, Made-in-Canada goods as such conditions as exist. In fact in our business we are dropping everything that we possibly can which is made in Canada and marketed in the way referred to, and replacing such lines with American and European made goods, and we are doing everything we can to induce other merchants to adopt the same policy, until such time as the manufacturers will agree to treat all alike.

"It may appear that these are disloyal sentiments, but if they are, the disloyalty is with the manufacturer and is forced on the retailer in self-protection. If the price maintenance were legalized and the mail order houses were forced to sell at the same price as the retailer, it would to some extent overcome the conditions referred to, but we are against the principle because it destroys competition."

Reports in Brief

The Only Defence

C. B. HUME & CO., REVELSTOKE, B.C.—Yes—the only defence small merchants have against price cutters and mail order houses. It would be no harm to the public if manufacturers' prices were supervised. As only a small portion of standard priced articles are sold below the marked price by price cutters to attract trade, the difference to the public fom Price Maintenance would be negligible.

Subscribers in All Nine Provinces Heard From

Low Prices; Exorbitant Prices

J. GWYNN, PUNNICHY, SASK.—Yes, it prevents cutting on one article and putting exorbitant profits on another. Fixed prices are generally on staples; these are the most attractive to price cutting. Other goods are then penalized by extreme profits.

Protection for Consumer

BURKS' DRY GOODS STORE, WINNIPEG.—Yes, because it would prevent price cutting or charging exorbitant prices. Price maintenance gives a fair margin of profit to the retailer and is a protection for the consumers as they know the honest price of the article they are buying.

Keep Up Staple Lines

HENRY SNEATH, TORONTO—Yes, if profits are adequate. This would prevent undue cutting on staple lines. This would help if mail order houses were made to keep to prices. If prices are cut, so are profits, and customers do not know when they are getting proper values.

Big Buyers Will Evade It.

G. LAURENCE & CO., CREEMORE, ONT.—No. The big buyers can and will get under it. Fixed prices would make the consumer think there was a combine and they would search the market more for a price. The only sure protection is to set a fee for the territory covered by the mail order houses.

Competition Would Ensure Value

CLAXTON & CO., LINDSAY, ONT.—Yes. It would cut out a lot of price cutting that really helps no one. Nor would it raise prices as manufacturing competition would be sufficient to keep prices down to a reasonable level.

Would be Like Canned Goods

STANLEY BROS., CHARLOTTETOWN, P.E.I.—No. We think the manufacturers would control the situation like the canned goods people do at present, and would add another combine. Prices would advance to the consumer.

No Protection Now to Retailer

C. J. ITTER, TORONTO.—THE whole question reduces itself to the following facts: The manufacturer and wholesaler does not care who buys his goods so long as he disposes of them to his own advantage; therefore he gives the small retail merchant no protection, even if he maintains a price on his goods, he evades his own law in some way or another by unloading his wares in large quantities on one or more of the big buyers. What the manufacturer and wholesaler should do is to protect the small buyer by giving no advantages to the big buyer. As it is the large retailers become jobbers as well as retailers, and in the end manufacturers."

EASTERN AND WESTERN PRICES

Two Sets Would Be Required as Overhead Costs Are Much Higher in West

By A. T. Garland, Kaslo, B.C.

YES. My experience has proven that a merchant can keep his stock cleaner and will do business with less invested in stock, as it standardizes lines which he keeps sorting up from season to season, instead of changing to meet cut prices. It would help also against the Mail Order houses, and the consumer would be sure of his value as an article cannot be sold extensively and be maintained at a price unless it is good value at the price.

An argument against it is the fact that it is so much more expensive to do business in a small western town as compared with a large town in Eastern Canada, but this can be obviated by Eastern and Western prices.

TOO LOW PROFIT FOR RETAILER

When Manufacturers Fix the Price to Get Abnormal Profits for Themselves.

By the A. O'Connor Co., Halifax, N.S.

AGAINST.—As it is a scheme to benefit manufacturers. It would help the M.O. houses.

Our experience has shown that the manufacturer fixes his price at too low a basis of profit for the retailer, and if you examine the balance sheets of some of these companies you will find they are making abnormal profits themselves.

IF MANUFACTURER PLAYED FAIRLY

One Price For All, Even Large Buyers Would Be Best System

By H. S. Bowden, Pembroke, Ont.

YES,—FIRM believer in one-price System. It would help against M.O. if the manufacturers played the game fairly, and did not give special discounts to large buyers. Maintaining a one-price system and at the same time a fair one, taking into consideration the cost of manufacture, and raw material, and increased cost of selling, retail, would work out satisfactorily to consumer.

Certain manufacturers to-day are taking advantage of war conditions and increasing cost of goods far beyond what is necessary, especially in flannellettes, cottons and printed goods.

REPLIES IN BRIEFER FORM

GLANVILLE'S, LTD., CALGARY, ALBERTA.—This Western firm approves the principle, as it would prevent the big department stores using branded lines to put the smaller merchants out of business.

One Price for Everybody

W. D. ROSS, YARMOUTH, N.S. — "One price for everybody is fair," this merchant declares. It would, however, help the stores against the M. O. business only to a certain extent, as "Mail Order system is preferred by many." The consumer would be as well off, perhaps better.

"Maintenance seems like good principle in business, for example, postage stamps, Customs House charges, legal interest, etc."

A Form of Combine

CLIFT BROS., MELFORT, SASK.—Price maintenance is one form of combine, and would not help against M. O. business. Consumer gets goods cheaper under present system. The only reason Price Maintenance is used by manufacturers is to insure a high margin of profit to them.

Reduces Price Cutting

THOS. LAWSON, KELOWNA, B.C.—We certainly are in favor of such a principle. We think it reduces price cutting on the more staple articles, and gives the retailer a legitimate profit, and also assures to the consumer value in return, and establishes confidence which is of prime importance. We think it would help against M. O. houses. As for the consumer, competition among manufacturers will assure for him a steady and reliable market value at all times.

Otherwise, Cut Prices

J. H. FRISE, BRIGHTON, ONT.—Favors fixed prices, as otherwise, in small towns, some merchants invariably will cut prices if they know their opposition has the same lines. Also, at present, Mail Order houses sell some advertised lines at cost as leaders. Under fixed prices they would be put on the same basis as the smaller merchants. Moreover, the consumer would always have a square deal in buying goods at uniform prices.

HITTING HARD AT PRESENT PATTERN TERMS

Montreal Department Store Leaders Declare Terms Are Unfair to Merchants — Pattern Firms Get Best of the Arrangement—Do They Sell Dress Goods?

A warm start for our Pattern Inquiry

BELOW there appears a summary of a series of criticisms that were directed against the existing fashion pattern agreements by a special committee appointed by the National Retail Dry Goods Association.

At the same time our readers will be interested in the beginning of a series of views held by Canadian merchants on this subject. We have received a large number but space prevents us reproducing more in this issue than a brief number, chiefly from Montreal, secured by our resident staff member there.

DRY GOODS REVIEW proposes to bring these opinions before the fashion pattern firms and we believe the result will be the correction of at least one or two of the stronger points of criticism leveled at the existing agreements. A number of editorial opinions will be quoted in our next issue.

MUCH ABUSED BY BOTH PARTIES

But—Pattern Firms are Worse Offenders—Suggests Special Pattern Stores

By Theo. Morgan, of Henry Morgan & Co., Ltd., Montreal

WEAK points in agreements with the pattern companies? There is not a good point that I know about any of them. There is a long, long road to be traveled to reach any sound basis of agreement between the retailer and the pattern manufacturer. There is very little credit attaching to the situation as it is to-day. It has been so abused by both parties, but most especially by the pattern people themselves. It is coming rapidly to this, that the pattern firms will have to own their own stores and do their own selling business. As things are they are simply getting free store-space, and letting the retailer shoulder the burden of merchandising their goods for them at his own expense.

"I have nothing to say from first to last in favor of the business of agreements between retailer and pattern company. As for the argument that to have a pattern department helps the sales in the dress-goods department, that cuts both ways and the dress goods department helps the sale of patterns a good deal more than the pattern department helps sell dress goods, I think.

Come in For Patterns and Buy More

"There is the argument of the pattern firms that to have their patterns in a store means that people will come into the store for the patterns and so do other buying. What about the people who come into the store to do other buying, and buy patterns? Perhaps when the department stores dispense with the pattern business altogether the pattern people will begin to appreciate the service that the department stores have been doing the pattern business, and will be more inclined to make fairer and broader terms in business relations and contracts."

MERCHANT BEARS ALL EXPENSE

Manager at Almy's Doubts Many Advantages Claimed for Patterns

By J. L. Chesney, Manager, Almy's Ltd., Montreal.

"I HAVE not gone very closely into the matter of agreements with the pattern firms recently and should not desire to be quoted as criticising the agreements particularly, but I think in the main that the whole matter of these patterns in stores is not worth the bother it causes. No doubt if they give a great enough volume of business they may be all right, but it depends a great deal upon the community served. If the section has a dress-making demand, there may be enough pattern demand; if it is a ready-to-wear section then they are no good.

Pays Advertising and Selling Costs

"All the expenses of this pattern business are on the merchant; he pays for the advertising sheets, and all the expense of selling. The stock does not turn over as compared to a similar investment in other merchandise. The pattern companies should maintain their own stores and sell patterns there.

"It is said that to sell patterns in a department store is to help sales of dress goods. I doubt it. Probably as many people as buy dress goods to go with a pattern bought in the same store have bought dress goods elsewhere and come to the store for some particular pattern.

"The pattern companies insist on insularity as regards sale of their patterns. You cannot sell two brands of patterns in the same store. You would need a detective force at work continually to prove that customers for patterns are also customers for dress goods in one and the same store.

Aiding M. O. Houses With Fiction Magazines

"As for the abolition of mail order advertising from pattern company illustrated papers that cuts very little ice in a large department store, for any big department store that sells ladies' illustrated fiction and fashion magazines is aiding the mail order houses to the extent that all these magazines must, of course, carry mail order advertising."

Complaints About Patterns

THE terms of existing contracts between pattern companies and the retail merchants formed one of the most spirited discussions at the convention.

There were suggestions made by several of the members —who represent most of the largest departmental stores in the United States both east and west—that patterns be excluded from dry goods stores and that the pattern companies be forced to sell in stores of their own. However, this suggestion did not carry with the members and the pattern committee, which is engaged in a method to secure better terms for the merchant from the pattern companies was continued in office for another year.

The committee in making its report declared that the greatest evil to the merchants in the paper pattern business was the mail order advertising in the fashion books "and a greater danger is the 'follow-up' system which is more pernicious by far than the mail order advertisement itself.

"Some contract forms read that discarded patterns returned during January and July would be credited at 100 per cent. in exchange for any patterns shipped to us within 60 days or 6 months of such discards.

"That means that if your re-orders during this limited period do not amount to as much as your discards you lose the difference between what you re-order and what you discarded.

Cardwriting Made Easy

by R.T.D. Edwards

EDITOR'S NOTE.—With this article, Mr. Edwards enters upon another phase of show card writing. The Edwards series started in DRY GOODS REVIEW a little over a year ago. To state that it has been a success is putting it mildy. It is quite safe to say that of the many series which have appeared in DRY GOODS REVIEW, the Edwards series is undoubtedly the best. It has created a wider degree of interest than any other series ever prepared for a Canadian trade paper. Not a few of the best card writers who have developed during the past year, and who now hold good positions, owe much of their success to the Edwards course in this paper.

SOMETHING NEW FOR THE CARDWRITER

WHEN starting this new series of show card writing articles, it was decided to endeavor to give a new style of lettering for show card purposes, in each lesson. The alphabets will all be good, practical styles of alphabets and though formed speedily, such as can be used by the most exclusive stores.

In order that the pupil may have an opportunity to practise with both pen and brush, the lessons will alternate in using pen and brush lettering. Last month the style of lettering was an upright brush stroke, this month the lesson is executed with a round-writing pen. The use of the pen has been demonstrated and thoroughly explained in previous lessons, but for the sake of recent beginners of these lessons, a few words as to their description and method of their letter formation is quite in order.

These pens are made of steel and have a very broad point. Eleven different widths are made, but all that a cardwriter needs is about two or three sizes. 1½, 2 and 2½ are the most popular widths. Ink retainers made of brass are sometimes used on these pens to regulate the flow of ink. On account of the war these are not obtainable; however, the pen can be worked successfully without them. These nibs can be obtained for fifteen or twenty cents a dozen.

The pen has a broad point. The heavy stroke of the letter is made by using the pen with its full width and the narrow stroke is obtained by using it sideways with the narrow side of the pen. The principle of the letter formation is more easily understood from practical work.

The pen must be cleaned after work is done, or it will become clogged and result in an uneven flow of ink.

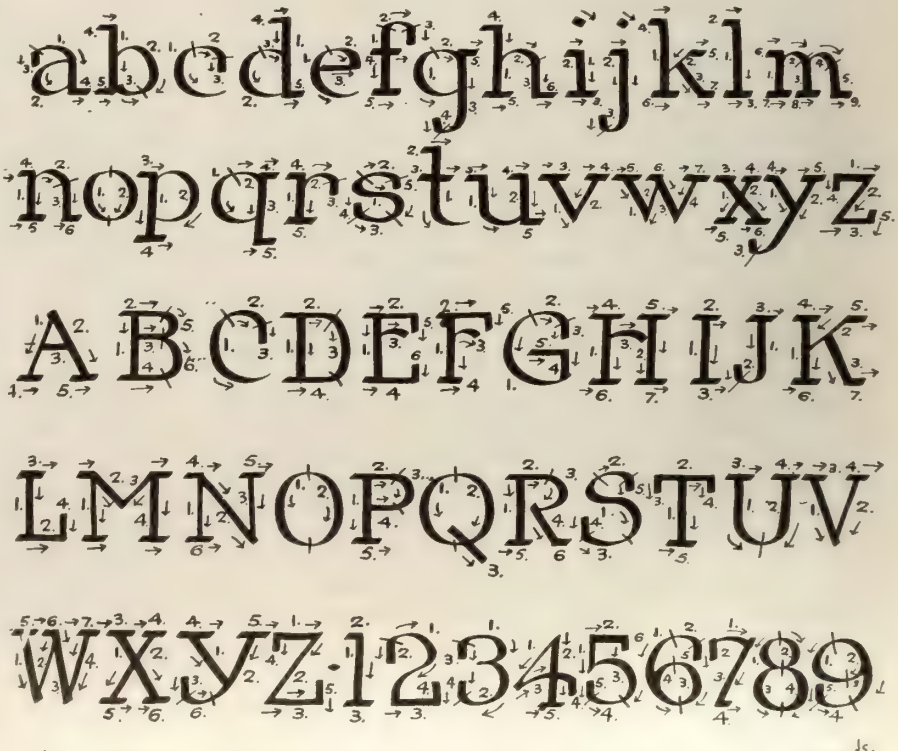
Use a good black carbon ink for this pen work, not the kind of show card color used for brush work, but the kind usually used for engrossing. This ink may seem expensive, but it goes a long way and does a great deal more work than the same quantity of brush color.

The alphabet taken up this month cannot be called a Roman letter or an Egyptian style. We will call it a "heavy spurred round-writing pen alphabet." This is an excellent style for all classes of show card work, because it can be formed with a brush, as well as with the pen.

Spatter Work

As has been stated before in these columns it is not necessary to have an elaborate and expensive outfit to become a proficient cardwriter. There are many little devices which, when executed carefully, are most effective and cost next to nothing.

This month we are giving you an insight into one of these which will enable you to make exceptionally attractive show cards with tools you already have at your hand. This work is called "spatter work," and the main tool used is an ordinary tooth-brush. This is not a new idea, by any means, but it is, nevertheless, a good one because the ideas which can be worked out with it are very effective, almost unlimited. The method is very simple. The idea is to make a stippled or speckled effect on the show card. This is accomplished by dipping a small square-faced stick,



Heavy Spurred Round Writing Pen Alphabet R.T.D. Edwards.

We feature the Latest Styles from the World's Fashion Centres

Excellent Value in Women's Neckwear for Spring

Values and Good Service are our Leading Features

about six inches in length, into the ink and rubbing it across the ends of the bristles of the brush, thus causing the ink to be thrown in small drops. Various colored ink can be used in order to work out different color combinations. One point to remember in this respect is to use a different brush for each color, as the tooth brush cannot be washed out successfully because the inks used are either waterproof or made from aniline dyes. For black color use the same ink as you used for pen lettering and for colors, get a good waterproof color or colors used for air brush purposes. These can be secured at art supply shops.

The spatter of ink thrown from a tooth brush cannot be guided as easily as an ordinary lettering brush, so a method must be devised to get the spattered effect in the desired place. This is done by means of a mask or stencil cut out of stiff manilla paper or heavy cover paper. After the stencil is cut it is best to give it a thin coating of shellac. This makes a paper much stiffer.

First select the desired pattern, then draw it on the stencil paper and cut out with sharp knife. The knife must be exceedingly sharp to get the best results. A mat cutter's knife is best and is kept in best condition by the frequent use of an oil or wet stone. When the stencil is cut lay it in the desired place on the card and weight it down with small slugs or by push pins. Make sure that all the edges hug the card closely.

When all is in readiness, dip the stick into the ink and place the end of the brush near the card. Draw the stick gently across ends of the bristles from the front to the back. This will cause a fine spray to be thrown on to the

(Continued on page 93)



Fig 2.

MARKET REPORTS

THE MARKETS AT A GLANCE

THE fact that the British Government is desirous of pushing forward the export trade with all possible speed has greatly assisted in getting supplies of various kinds of textiles into the Canadian market during the past month. Wholesalers state shipments have been coming along in remarkably short time. There have been a number of price advances during the month and some important developments in lines that affect the dry goods trade. Raw cotton has been in a firm and advancing position, and in the face of the strong probability that the United States will get into the war there has been a tendency for Canadian manufacturers to withhold their fall prices for a time. Wrapperettes will not be manufactured by Canadian mills for fall delivery, owing to their heavy bookings for print cloths. The wool situation is still a perplexing one, as supplies have not been coming forward as yet, although announcement was made by the Department of Trade and Commerce that a certain percentage of Australian and New Zealand wools would be allowed to come into the Canadian market. Yarns are in a strong market as a result and prices have been mounting upward, with some lines unobtainable altogether. Lightweight French silks and nettings have been advanced during the month. Shoes are on a generally upward trend, with linoleums, oilcloths, rugs and carpets joining in the march to higher levels. Some shipments of needles and linens arrived from the Old Land during the month which has helped give a measure of relief in the demand for these commodities. Business during March in dry goods lines is reported very satisfactory.

YARN SITUATION BECOMING INCREASINGLY DIFFICULT

Canadian Manufacturers as Yet Unable to Get Wool or Tops for Making Fine Botany Yarns—Prices Steadily Advancing

YARNS. There has been a steadily upward trend in the price of yarns during the month, one large dealer estimating the advance in price would be fully 15 per cent. on all lines. With each new inquiry the wholesalers state the price has shown an advance over the previous quotations. There are no English yarns being sold at present, the only source of supply being the Canadian mills. These yarns manufactured by Canadian mills are mostly used in knitted goods, such as sweaters. Fine worsted yarns are not being manufactured owing to the inability to get the long wool or tops for making this class of goods. Some light deliveries of yarns have been coming forward from England on goods that have been on order, and these are being delivered in good shape. Excellent deliveries are being made wherever goods are available in the Old Land owing to the desire of Great Britain to develop her export trade with all possible speed. Local dealers anticipate there will be a shortage of yarns in Canada, as the trend of conditions strongly points to this fact.

In the United States many worsted spinners claim to be sold ahead for upward of four or five months, while some are practically out of the market, not attempting to take any more business at present. As regards this source of supply for Canadian manufacturers there is small hope that relief can come from that quarter. In the cotton yarn market in the United States there has been more inquiry, though manufacturers are inclined to hold off buying owing to the high prices that are being quoted. Apparently they are coming nearer to the point of doing business when they see the steadily firm price of the raw cotton and that prices show no disposition to recession. There is a decided tendency upward in cotton yarns, most numbers having recorded advances in the United States markets during the latter part of the month. Manufacturers are disposed to go slow owing to the element of uncertainty through the international situation. Prices of Canadian wool yarns are in such a changeable state that there is no stability of quotations from day to day.

WRAPPERETTES WILL BE OUT OF MARKET FOR FALL

Mills Far Behind on Spring Orders for Prints and Will Not Make Wrapperettes for Fall—March Wholesale Business Good

COTTON.—Canadian manufacturers of wrapperettes will not take orders for delivery on these goods this Fall. This is an unusual condition, as it has been the custom in the past for the looms to be run part of the Summer on these goods. This year, however, the mills have been so busy with their orders on print cloths that they are away behind in their deliveries and consequently will utilize their mills through the Summer months in getting caught up with this trade. The wrapperette goods are in diminishing demand and manufacturers consequently do not have any qualms of conscience in giving up this line when their looms can be employed to better advantage on straight runs.

Business for the month of March has kept up remarkably well, some wholesalers reporting that it was the biggest March and probably will be the biggest month. Retailers have been buying freely and goods are apparently going into consumption very readily. Wholesalers are still awaiting with interest the announcement of the prices for Fall delivery on cottons, as it is anticipated that the prices will be fully as high and with every probability that they will be still higher than recent quotations on these lines. Flannelettes for Fall delivery are in

never booked so many orders this early in the season. Wholesalers have been clamoring for delivery of goods that were due in January and February and which in many instances are only arriving at the present time.

Lawns and Nainsooks Out

One of the large mills is not quoting on lawns and nainsooks at the present time and will not be in the market until about May 1. Egyptian cotton is out of the market owing to the embargo which has been placed on this commodity by the British Government. On the better classes of cotton goods orders are being placed for Fall delivery and these are being taken up readily. Wholesalers have in all probability been looking for higher prices in these lines and this has made them ready to book up. Representatives of certain mills report that wholesalers are inclined to purchase with caution now, as they feel that the top of the market may be somewhere near and consider it wise to adopt buying methods that are suited to the actual needs of the trade. In flannelettes and blankets the mills are booked up to the first of the year. In the case of the blankets, mills are getting abreast with the delivery dates.

Raw Cotton in Strong Position

Raw cotton has been in a strong position throughout the month, with a general tendency toward higher levels. On March 2 it was quoted at 17.45c per pound for spot middling uplands, and on March 30 it was quoted at 19.10c per pound. This was a gain during the month of 1.65c per pound. An authority on the cotton subject attributes the rise and strength of cotton during the month to the war conditions—both abroad and in the United States. Opinion is held quite generally that if the war should come to an end there will still be high prices for cotton and that with the entry of the United States in the war there will also be a strong market and high prices. It is anticipated that the present high prices will cause a large acreage to be planted even in the face of a scarcity of labor through the migration in large numbers of the negroes to the northern part of the United States. There is also a possible shortage of fertilizer for the cotton fields, but this is expected not to militate against a considerable acreage being planted. It is somewhat early yet to speculate on the possibilities of the crop that will be taken off this year. In the local market there were no price changes recorded during the month, but prices of all lines were firm.

Cotton duck, 8-oz., per yard	$ 0.21½
Cotton duck, 10-oz., per yard	0.27
Cotton bags, 12-oz., per bale 100	27.75
Cotton bags, 14-oz., per bale 100	32.75
Print cloths, 76 x 80's:—	

WOOL SUPPLIES NOT YET REACHING CANADA

Direct Shipments From New Zealand and Australia Still in Abeyance—Supplies Through London Market Not Yet Reaching Canada

WOOL.—Although recent announcement was made to the effect that the embargo on wool would be lifted, so that certain supplies of wool would reach Canada by way of the London wool sales, as yet there have been no receipts of wool by Canadian manufacturers. Announcement was recently made through the Department of Trade and Commerce at Ottawa that a certain percentage of Australian and New Zealand wool would be allowed to come into Canada. This matter is still in the hands of the Department at Ottawa. In the meantime the wool situation in Canada is becoming more acute, as there have been practically no receipts of wool in this country since November last. The situation with respect to direct shipments from New Zealand and Australia by way of the Pacific and Vancouver is also in abeyance. Representations have been made to the New Zealand and Australian Governments with the idea of getting a modification of the embargo, but as yet there has been nothing of a positive nature transpire. Representatives of these wool interests in this country state they hope this matter can be satisfactorily arranged in the near future.

At the London wool sales that were in progress during the last week in March, prices were generally quoted higher than the wool sold during the first part of the month. New South Wales scoured, for instance, on March 1, sold at $1.18 per pound, and on March 23 the quotations were $1.22. On March 24 there was a good selection of Government-owned wool amounting to 4,800 bales offered at the auctions. The demand for the wool was keen and prices were firm. On March 29 the offerings amounted to 7,900 bales. There was a good attendance of buyers, and prices were firmly maintained, with greasy often selling at 5 per cent. advance. There was considerable bidding at this sale by American buyers, but owing to the high prices and insurance rates there was little buying on account of American interests. Italy and France were free buyers at these sales. On the following day, however, American interests were reported to have bought 1,800 bales.

SHIPMENT OF NEEDLES CAME THROUGH FROM ENGLAND

Deliveries of Needles Will Keep Trade Running for Some Little Time—Desire to Speed Up Export Accountable for Larger Supplies

NEEDLES, PINS.—A shipment of some 2,000,000 needles came through from England during the month and this has caused a feeling of satisfaction to the importer receiving them. For some time previous deliveries had been coming forward in very meagre quantities and the receipt of the shipment seemed to indicate the determination of the British Government to further the export trade in every way possible. Just how long present stocks of pins and needles may last is a matter of conjecture, provided further supplies do not reach the Canadian dealer. However, there is a note of optimism on the part of importers that perhaps the recent shipment may be an augury that further shipments will follow. The first essential from the standpoint of the British Government is to see that enough steel is at hand for the manufacture of shells and guns. Any residue that is left is to be turned into industries for the furtherance of the export trade. Within the past month or two deliveries of many commodities from the British Isles have been made with promptness. It has been cause for remark in many quarters the dispatch with which deliveries are being made these days. They point out that the greatest difficulty in getting deliveries is now through the Canadian railways. Orders for pins and needles with Canadian manufacturers are very slow of delivery on account of the amount of business they have been tendered. It is estimated that available stocks ofpins and needles might last the country some six months. Then there is always the strong possibility that further deliveries from the manufacturers will add to the available stocks. There is a strong probability that a shortage of pins and needles might last the country some six months. sewing needles are selling readily and the demand for knitting needles still continues very heavy, although hard-

...y as heavy as a year ago. There have been no price changes in these lines of notions during the month. We quote:

Sewing needles, Per thousand	$1.50
Darning needles, per gross packets, 10 needles in packet	4.00
Knitting needles, No. 13 gauge, per gross sets, four needles to set	5.40

SHIPMENT OF LINEN CAME TO IMPORTERS THIS MONTH

Not Anticipated That Linen Supplies Will Be Sufficient to Meet Needs of Trade for any Considerable Period

LINENS.—Although a good-sized shipment of linens reached the local importers during the month it is not anticipated the supplies will be sufficient to meet the needs of the trade for any considerable length of time. The British Government will let out only such stocks as are not needed for military purposes but such available supplies are being sent forward with all possible dispatch. All available stocks of linen yarns have been commandeered by the military authorities for the manufacture of aeroplane cloths and any linens that reach this country are made from yarns that are not immediately needed for this purpose. Furthermore, there is the desire to develop the export trade in linens in common with all other exports of textiles and for this reason there is a strong probability that the foreign trade may get first consideration in preference over the home trade. There have been no price changes upward announced by the manufacturers during the month. Stocks of linens both in wholesalers and importers hands are comparatively light but the desire of the Old Land that the export trade should be kept up as much as possible may mean that anything at all available in the linen lines shall be sent forward on account of the Canadian trade. Some measure of relief may come through this eagerness to develop the foreign trade.

SHOE LINES SHOW ADVANCES FROM 5 to 10% IN MONTH

Generally Upward Tendency Due to Fact That Manufacturers Are Reaching Higher Priced Leathers—American Leathers Slightly Cheaper

SHOES.—There was a generally upward tendency in shoes during the month, wholesalers reporting that they have been compelled to make a series of advances owing to the higher prices asked by the manufacturers. While the advances are different in particular lines according to the state of the leather stocks of the manufacturers, the upward tendency is stated by one wholesale house to be from 5 to 10 per cent. One line, for instance, that formerly sold in a wholesale way at $4.25 per pair is now being quoted at $5 per pair. This line which had formerly sold at $4.25 per pair has been out of the market for some weeks owing to the inability of the manufacturers to supply it. It is now in the market again. The popular range in women's shoes is now from $5 to $7 per pair. There is a very heavy run on women's lines at present, so much so that manufacturers are unable to send orders in less than two months' time. Deliveries by railways are furthermore poor. The men's trade in shoes has slowed up somewhat, due in all probability to the fact that so many men are away on military service. Wholesalers are anticipating there will be a good run on white canvas goods this year, which will probably open early this year on account of the advanced season. Some American leather concerns were into the Canadian market during the month with offers on leathers which were in the neighborhood of 5c to 6c per square foot under quotations made a month previous. These were for upper leathers. Sole leathers, however, remained in a firm position during the month. It is pointed out that the lower prices at which leathers were being offered did not indicate an easier tone to the basic situation in leather, the lower prices from the American manufacturers in all probability being due to the condition of their own stocks in particular lines. There is comparatively little American leather brought into the Canadian market and the duty effectually shuts it out. At recent quotations it was thought possible that some leather could be brought in from the American manufacturers. There has been an extra heavy demand for women's white kid and grey kid shoes during the month, but supplies are scarce and prices high, most wholesalers preferring to carry only such stocks as may have an urgent call.

Placing Orders for Rubbers Good

Travelers have now been on the road some four or five weeks with rubber lines placing orders for Fall shipment. As is the custom for these placing orders a reduction is made for booking orders in advance. This year the reduction on the whole amounted to approximately 2 per cent. In other years the decrease for forward booking orders placed in the Spring usually amounted to 5 or 6 per cent.. In the past it has been usual to guarantee that the forward booking season would remain open for at least two months. This year, however, there has been no guarantee that there would be a specified length of time when these orders could be placed. It is anticipated the list will be advanced considerably when the placing time is considered closed. There has been a lot of placing orders since the travelers have been on the road.

OILCLOTH AND LINOLEUM PRICES AGAIN ADVANCED

Canadian Manufacturers Up 7½ and 10 Per Cent. and English Manufacturers 7½ and 15 Per Cent. Higher. During Month—Canadian Mills Busy

CARPETS, LINOLEUMS, OILCLOTH.—An advance of 10 per cent. has been recorded in the price of Canadian makes of lineleum and 7½ in oilcloth and 15 per cent. on English makes of linoleum and 7½ in oilcloths during the month intervening since last issue. This will mean that wholesalers will advance their Canadian lines in conformity with the prices of the manufacturers as the latter are now selling all their goods subject to the price at the time of shipment. Stocks are very light in wholesalers' hands and the dearer goods will be reached almost immediately. With the English goods the advance will be made when the dearer commodities are reached. There is very little linoleum and oilcloth coming from the Old Land at present, owing to the fact that all supplies of jute have been commandeered. Canadian mills are accordingly working to capacity. The demand locally is good.

In rugs and carpets there has been a good trade during the month of March, better than usual for this month in fact. During the month past there has been an advance of 12½c per yard all around on American lines of Brussels rugs and carpets. While importations from that source are not heavy, still the advance has a bearing on the Canadian market. Canadian manufacturers have not yet placed their Fall designs before the trade, but it is anticipated these will be shown some time during April. It is anticipated there will be much higher prices asked for the Fall lines than those prevailing for the Spring deliveries.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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GO SLOW IN CONDEMNING PRICE FIXING

AS THE instructive series of statements from retail merchants published in this issue indicates, a similar diversity of opinion exists in Canada as in the United States as to whether the extension of price fixing—which undoubtedly would follow any favorable Government action on the subject—would be beneficial to the average merchant or not. What seems to bother most of our correspondents is the feeling that the mail order houses are receiving preferential treatment from the manufacturers under existing conditions and are able in this way to carry on an injurious price-cutting on certain leaders. Many agree that if terms of sale were alike to all that this in itself would regulate pretty well the figure at which the goods were sold.

There are a number of points about fixed prices that will be taken up in next issue, such as the ultimate effect price-cutting has on advertised lines and how the consumer fares in the end along both lines, for legislation usually will be worked out in our Parliaments along lines that will be most beneficial to the consumer, the "greatest possible number," as "he" often is called, and with few exceptions the interests of the retailer will be found to lie in the same direction.

In handling a subject upon which the retailers themselves show such absolute disagreement, the legislators at Ottawa should move very carefully before accepting the Knowles Bill or any Government measure that would make Price Maintenance illegal. It would be a demagogic stand, a playing to the gallery to declare, off hand, that price fixing is unfair to the consumer, without a rigid investigation of the subject from the mill to the home, and we trust this consideration will be extended any proffered measure by the Dominion House.

UNITED STATES IN THE WAR

THE business world of Canada unites in welcoming to the alliance that is defending the world-wide cause of justice and of freedom our new Ally, the United States. The close and pleasant trade relations that have united manufacturer, jobber and retailer, as well as those that have extended to the social side, have made Canada the more impatient for the advent of the great democracy. Now that the decision has been reached we all look with confidence to as whole-hearted a participation in the war as marks the business activities of the Republic to the South.

JOBBERS' RATES IN OTHER COUNTRIES

A CHARGE is made by a Maritime merchant in this issue, against Canadian manufacturers of selling goods to mail order houses at jobbers' prices that are not available for the smaller retailer and a suggestion made that Canadian goods should be tabooed on this account and goods bought in other countries. At this stage we do not propose to discuss the fairness of such a practice, but in justice would point out that a similar practice obtains in other countries, both in the United States and Great Britain, and, we presume, in various European lands. Before any one decides to discriminate against a manufacturer an inquiry should be made as to how far the practice extends.

INCREASING PRODUCTION

THE idea is taking root very firmly in Canada that one of the factors which will help most to win the war is increased production, particularly in agricultural products. We find, for instance, the Toronto Board of Trade, launching a "War Production Club," with the object of recruiting help for the farmers this summer. We find certain manufacturers offering to give each employee holidays at full pay, provided that they will spend them on a farm. There is a tendency to "get down to cases" and to actually start a campaign to provide the farmer with the help he so badly needs.

This is, after all, a business matter; and every business man should regard it as such. Increased production will not only go a long way toward reducing the menacingly high cost of living and to enable Canada to send more food to Great Britain, but it will prove a very potent factor in maintaining business at its present high speed of prosperity.

MEN'S WEAR SECTION

SERIOUS PRICE PROBLEMS FACING DEALERS

Further Advances Coming in Shoes for Fall, Overalls, Hats and Caps, and Heavy Increases Certain in Shirts for Spring—Some Style Notes.

A FURTHER advance has been recorded by one manufacturer in their line of overalls. Where the quotations were last month at $16.50 and $18 per dozen, the selling price has now been advanced to $17.50 and $19. One of the large manufacturers had previously advanced their price to $19 per dozen as announced in last issue. In the case of the manufacturer first cited the delivery time is specified as not later than the end of September. With the manufacturer who led the way in the price movement, the orders are restricted to March and April delivery. This latter concern announces that they will in all probability advance their price to $19.50 per dozen by April 15 and extend the time of delivery to June. Still another manufacturer of a grey line of overalls that has been sold at $16.50 per dozen anticipates that it will be necessary to increase their price in the near future because of the higher-priced material which they will soon be working on.

Forward booking of overalls has been good. Demand has also been very good, but there is anticipation in certain quarters that higher prices may cause slight diminution of demand temporarily at least. While the trade has been good it is not quite up to that of last year when an exceptionally heavy trade developed owing to the big expansion of the munition business at that time. Everything points to a continuation of good trade conditions in the overall business.

Advance of 10 Per Cent. for Fall

SHOES.—Some shoe manufacturers will start their travelers on the road with their Fall lines during the present month. They state there will be advances in these goods that will be approximately 10 per cent. over the December price on shoes. And they will sell shoes only against the leather on which they are covered. They have not been able to protect themselves very well as they have been unable to buy sufficient supplies of leather. The shoe business at present is largely a sorting business. Wholesalers report the trade in rubbers and overshoes has been good this Spring for delivery next Fall. Travelers who are now on the road in connection with this business are quoting at slightly lower prices than prevailed during the first part of the year. Advances were recorded in November, then in December, and again in January. The price for Fall shipment is about 2 per cent. lower than the previous quotation.

Leather prices have held steady during the month. That is where supplies have been obtainable. The Canadian Government during the month awarded a contract for 35,000 pairs of tap soles and 25,000 pairs of top lifts for use of the military forces.

For Spring, Shirts May Start at $12

SHIRTS.—It seems certain that prices for next Spring will be very high. The shirt man states that he can't see anything but a $12 or perhaps a $13.50 range as his lowest. He adds, moreover, that for quality this will not be much better, as far as cloth goes, than the $6.50 range of before war days. The workmanship, naturally, will be superior.

For Fall, things are not quite as bad as they threaten to be for Spring, 1918, yet there is no great enthusiasm about some of the ranges being shown. The cheapest we have seen is a $10.50 shirt—that is in other than working-shirt lines. The great majority of ranges, however, will be quoted at $13.50 to $15.00 and higher, and at this, color guarantees will be largely withdrawn. Manufacturers are stating fairly what they know about the goods. They're going further, stating that they hope certain things, but cannot be certain under existing conditions.

Mississippi Planter Brim Coming

HATS.—The present vogue is for a hat that in general appearance follows the good old-fashioned style made popular by the Mississippi planter—a fairly large crown, with a large flat set brim. This sounds fairly imposing. One calls to mind the hat of Simon Legree, who terrorized our young hearts in the days when Uncle Tom's Cabin had not been wished off the boards by the attractions of the brothers Farnum and other screen heroes. But while it has the general appearance of this style of headgear, it is not by any means unattractive; indeed, it is quite the reverse, and is not an unpleasant change from the more conservative styles of the past few years. There is a strong tendency in these hats to favor the narrow band about 1½ inch; many of these are of the puggaree style, and even of ribbon with a fancy cord introduced.

Lizard Green and Chamois New Shades

There is some little novelty, too, in the matter of color. Of course, the steel, pearl and green shades are maintaining their popularity, but some novelty shades, too, are coming somewhat to the fore. Among these is what is known as lizard green, something of a light olive shade, usually set off with a binding of a slightly darker color. Another novelty color is known as chamois; this has a yellowish tone, somewhat lighter than any shades that have achieved popularity up to the present moment. The general tendency at least among the younger men is to favor somewhat brighter colors. This follows the general tendency of the year in all clothing lines.

Despite the popularity of this style, there is still a very strong demand for the regulation fedora style, es-

pecially among older men. In this line there is a tendency to favor the more quiet colors.

The prevailing brim sizes range from $2^1/_4$, $2^1/_2$, to $2^3/_4$. There is a feeling noted, however, among the trade in favor of the more moderate size, and it is expected that the coming year's style will return practically entirely to the $2^1/_2$-inch size.

There is also another tendency noted by the trade – that is a growing demand for the scratch and brush finish hats. These rough finished styles were quite popular some little while ago, and are showing a revival of favor. Whether this feeling will become widespread enough to induce manufacturers to bring them to the fore again is a matter that has yet to be seen.

No Sign of Stiff Hat Vogue

In Canada, despite the example of the American vogue of the stiff hat, there is no tendency shown toward a revival here. The trade, however, is not worrying greatly over this point, as these are very difficult to obtain in anything but the more expensive grades. Consequently the dealer has no incentive to foster their sale.

In the English lines of felt hats a slight advance has been announced for the hats for the Spring of 1918, owing to the higher cost of leather and silk bands. For the present Fall trade there has been a steady condition for the English goods. For the new Fall lines some of the wholesalers are showing the rough effects in wool velour. From the preliminary canvas of the market, reports would seem to indicate that there will be a fair sale for these goods for the Fall trade.

Accepting Any Material That Comes

CAPS.—In the matter of cap deliveries, importers are anything but satisfied. Through scarcity of material, manufacturers in the Old Country are unable to supply goods according to the samples. Despite this fact, however, dealers are generally accepting everything that arrives, on the principle that a cap is a cap, no matter what its appearance may be. This condition, of course, is particularly associated with the cheaper caps. In fact, the cheap cap has practically ceased to exist. A retail price of a dollar is about the best figure possible for good quality stock, while the usual price for first quality stock will range from $1.25 to $1.50. The patterns are mostly checks, with a strong feeling for plain shades. There are some attractive showings, however, of striped effects.

Panama Will Have Good Run

STRAWS.—In straw hats the boater is the generally accepted model, though it is expected that the Panama is going to have an exceptionally strong run this year. With the increasing price of the boater variety, there is not so much of a gap between the two in price, and it is expected that this will make an effective selling argument in favor of the Panama.

The prevailing style in boaters is for a medium brim, $3^3/_4$ crown and $2^1/_4$ brim, and $3^1/_2$ crown and $2^3/_8$ brim.

Big Neckwear Patterns for Fall

TIES.—Large, bold designs, it seems, will be the predominant feature of the neckwear shown for Fall trade this year, and in color the taste of the purchaser and the selling instincts of the trade will have abundance of range and satisfaction. Various shades of the well-known and ever popular greens, violets, mauves, purples, and the whole cheerful range of the reds and crimsons will appear in small designs and larger patterns shaded and varied by the intricacy of the Oriental and Paisley or floral work of the fabrics. Here and there designs will take the form of large leaves, large bold petalled conventional flowers, and simple square and rectangular objects with a variety of deviations from the ordinary. To avoid the ordinary is the whole art of the designer working with the familiar types of pattern units, and very wonderfully it is being done for Fall neckwear.

Narrow Lapels in Boys' Models

BOYS' OVERCOATS.—One model, which is expected by its designer to meet with great favor, is cut with pleated back—this pleat running from the yoke down to the belt, being $4^3/_4$ inches wide at the yoke and an inch narrower where it joins the belt. There are slight pinches running down from the yoke on either side of the pleat, also up from the belt. Below this belt, and directly under the pinch above the belt, is an inverted box pleat of $1^1/_2$ inches, extending to the bottom of the skirt. There is a half-cuff finish. The belt is in three pieces, the back part stitched down and the sides loose, fastening in front with button, just closing fairly. The model has three outside patch pockets.

Generally, it appears, there is a tendency to narrower lapels in boys' models.

A Summary of Market Conditions

THERE have been a number of advances in men's wear lines during the month and others seem in a fair way of realization in the near future.

Some clothing manufacturers report that the sorting trade in their line has been considerably better than during the Spring of last year.

Manufacturers of cloths in Great Britain have announced that they will book orders only at open prices as they are unable to protect themselves on the supply of yarns for weaving because of the tight compass in which the British Government is holding the supplies of wool.

On the lower-priced shirts there will be an advance of from 10 to 15 per cent. for lines to be delivered in the Fall. Samples of these lines will soon be placed before the trade.

American lines of felt hats are all higher in price and slight advances have been made in some English lines owing to the high prices for leather bands and silk bindings.

Glove prices have held steady during the month. Travelers are now on the road selling for Fall delivery. Manufacturers are unable to get supplies of leather in sufficient quantities to insure their needs for the future.

Advice as to whether or not it will be necessary for the Swiss silk mills to close through the operation of the prohibitive measures adopted by Great Britain is awaited with interest in this country.

Overalls have again advanced with the intimation that further advances are pending.

Shoes for Fall delivery will be higher in price, but it will come as a welcome relief to know that rubber goods will be slightly lower than the prices recently prevailing.

FOOTWEAR DEPT.

SUMMER FAVORITES

Oxfords in Sports Caps Lines Will be Strong—White a Leading Place—High Shoes Remain —Spats Better

A TORONTO buyer who has just returned from New York, points out two or three features of Summer footwear which are to be very strong this year. These have been mentioned before in DRY GOODS REVIEW, but will bear emphasis.

One point is the big demand for Oxfords. Oxfords in sport styles—low heels, white cloth, white buck and combinations of buck or kid in either white or colors with white cloth—Oxfords in glace, patent and tan kid for street wear, with slightly higher heels than the sports models: all of these styles figure prominently.

Pumps on long lines, with French, Spanish-Louis, or Cuban heels, and in greys, champagne, brown, white, and black, are also to be worn extensively. The materials for pumps include cloth, glace kid, gun metal kid, and suede. Perhaps suede holds a bigger place among pumps than in any other line. The tendency is firmer than ever for the untrimmed styles, or else a severely plain buckle. Very small ornaments are permitted.

High shoes are expected to retain a very marked place all Summer for all classes of wear. Attractive novelties are made up for sports, street and dress occasions, but always the eight or nine inch top leads. In street and outing shoes, low heels are more strongly favored than during the past two seasons, and with these as with the other lines mentioned, white has the leading place. Once the low heel necessitated an ugly toe and low arch, but it is now accompanied by a pronounced arch and a neat front, pointed and smart.

Grey Kid Wth Burgundy Trimmings

Among the newest dressy novelties is a pearl grey kid with heel and trimmings of Burgundy suede and Burgundy laces. These were at the Royal Shoe Shop Eaton's had a window display recently of pointed kid shoes, which caused a good deal of comment. Some had rosebuds, forget-me-nots, or buttercups on the vamps, others had them on the tops as well. These were of black, brown, champagne, and white kid. Still others had the whole shoe embossed and colored in Japanese and Persian patterns.

Combinations of two-tone kid or kid and cloth have almost ceased to be novelties. A plain patent vamp with white cloth or kid top has become a staple dressy style; canary tops with patent or Russia calf vamp, too, are frequent. Wing tips and vamp strap, plain or perforated, are among the prominent styles for Summer; in contrasts these make good sports lines, and in one color are considered dressy.

Summer Spats

New York is showing a big variety of Summer spats again. While Canada has never taken strongly to the idea, it is expected that more will be worn here this season than in any previous. These spats may be of heavy silk in white, chartreuse, and other sport colors, of linen to match the leading tone in the suit or of the suit material itself. Khaki-kool in its sports patterns has been put into some. Even the uppers of some shoes are shown in khaki-kools.

BUY FOR SIX MONTHS

Advice on Staple Lines From Well-Known Buyer—Retail Prices Here Lower Than in New York

CANADIAN prices are lower than they are in the States to-day,'' said a leading department store buyer to DRY GOODS REVIEW. ''There the retailers, generally, are basing their prices on current markets. I expect Canadian retailers will adopt the same method within a month or two, and this will make an increase of about $1.50 or $2.00 a pair.

At present, Canadian prices range from $4 in Oxfords to $18—a few at $20—in high shoes, and the average price paid is about $7 or $8. Even in the highest priced shoes no guarantee goes from either retailer or manufacturer. This dealer, however, took back three pairs of white cloth shoes for which $15 a pair had been paid; the cloth had pulled out at the back after two days' wear. The manufacturer, too, took them back, but he was under no agreement to do so.

$20 Shoes Used to Cost $8

''The shoes sold now at $20 are no better than those which retailed before the war at $8,'' said this dealer. ''It is the scarcity of leather and the high cost of manufetured materials such as the heavy cloths required for tops that make the price so high. Shoes are made up out of side leather and sold for $8 to-day which were sold as low as $1.98 before the war. Every scrap of leather is put into use.

Would Buy All He Could Get

''If the United States should go into the war—and the people are urging it over there—I should go to New York on the first train and buy all the shoes I could get, that is, of a staple type. Leather would be almost non-procurable very shortly. Of staple lines I have enough on hand for a year now.

Staples for Six Months' Business

''While I do not believe any drop will occur in prices for some time after the war is over, I should advise dealers not to buy longer ahead than general opinion seems to fix the date of peace. Cash will be necessary for the time of readjusting, but in the meantime I should say that a dealer would be wise to buy all he can afford of staples for at least the next six months' business.

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TORONTO - ONTARIO

DGR READY-TO-WEAR DGR

SUITS

Factories all Busy on Taffeta Suits—Summer and Sports Suits Bright and Fancy—Barrel Effect Modified, But Not Strong – Broadcloths for Fall

THE aroma of Spring which has been in the air at intervals during the past month seems to have hurried buyers into the market for Spring suits. Factories are working up to full strength of all available labor and in the majority of cases employers state that they have orders enough for twice the labor they have just now. Suits seem to have outfaced coats of late, but it is probable that coats will come up again as soon as the Spring suit is set aside for Summer frocks.



Bordered fabrics are smart in sports dresses.

Colored Taffetas Very Popular

Taffeta suits in navy, brown, Copenhagen, reseda, Russian green, Burgundy, grey, sand, and black, are selling in enormous quantities at present, both at wholesale and retail. Some firms predict quite a little vogue for white taffeta suits late in the Summer. Then in the fancier silks, where the brighter colors and sports patterns are sold, combinations of plain and figured materials are taking very well. One firm has a good imitation of khaki-kool in Copenhagen blue, used in a 38-inch coat; with this is a white skirt of the same material with large figures in Copenhagen, gold, and old rose shades, the collar, cuffs and pocket lapels are also of the figured goods. Wash suits are made up in this way also, either a plain white or plain color to match the figured goods being used for the coat.

Straight-line Styles Lead

Fancy silks, such as crepe poplin, snow-flake silk (which is like a crepe moire), faille, gros de Londres, Yo San, and every type of raw silk also sell well in suits. With these the straight lines, large, fancy pockets, very deep collars with long shoulder points, fancy or bell cuffs, and narrow sash or loosely buckled belt, 2¼-yard skirt, straight, with yoke-girdle, and of shoe-top length, are the predominating features. Barrel effects are shown occasionally in modified forms. Some manufacturers do not believe that this fashion will take a very strong hold even for Fall, and are looking for some different developments. The main idea of it—looseness over the hips—is, however, strongly favored.

Using Vestee Effect

A style which is pushing its way forward of late is that showing the vestee. This may be seen in the coat dresses—one of natural pongee had vestee and revers of pansy satin—or it may be of checked or striped material in the regulation suit; again, some smart little



A New York Model

One of the smart tailored effects which are pleasing New Yorkers just now. The wide belt and slide and the deep lapels quite narrow at the top are distinctive features.

Eton suits are brightened by a vestee of white. White is also good for this effect in wash suits.

In silk suits one firm finds Jade green a particularly good seller: white, sand, gold, apple green, shadow lawn green, cerise, raspberry, mustard, and chartreuse, are all active. One striking novelty was of brocaded silk crepe in gold, with white collar, another was of sky-blue faille with gold khaki-kool trimmings, pearl buttons.

Notwithstanding the general acceptance of the bright things most makers agree that the suit of navy serge remains as strong as ever it was. Braiding, Oriental embroidery, and many buttons of various types are the trimmings throughout. Striped linings are favored if they are to be had at a price which is within reach. Paillettes advanced from 75c to $1 within the last month.

A New Mourning Suit

One of the newest mourning suits for Summer is of black wool voile lined with soft taffeta. This is a revival of a fashion which was strong about ten or twelve years ago, but is very practical since it is about as cool a suit as can be had in black.

Fewer Navies for Fall?

Silk suits for early Fall are expected to be good again, with Burgundy, brown, and taupe leading colors. One firm thinks that navy blues may drop off a little since the other colors are more reliable. Dyes are still a problem with navy and black.

For high grade suits, broadcloths will be in big demand again, but the very high prices for it make many dealers a little uncertain as to just how much of it to stock up.

SEPARATE SKIRTS

Taffetas in Plain and Fancy for all Summer—"Sparkler Cloth" New for Skirts—Whites of all Kinds Good

SEPARATE skirts of taffeta promise to be seen all Summer long just as frequently as they were last year. The plain silks are popular but the dark plaids and dark fancy stripes and some brocades are chosen for the better class skirts. Shirrings, pockets, box pleats, girdles giving a yoke effect, and button trimmings are the essential features still.

Canadians Ask First for Good Quality

In fancy silks there is a continual influx of new striking color combinations and dazzling new patterns, but outside of large fashionable centres these daring garments must be accompanied by a good deal of talk if they sell in any quantities. Fine qualities in somewhat sedate designs seem to be more in accord with Canadian taste generally and these salesmen say that they sell with no difficulty.

A new style of serge skirt which is very attractive has alternate narrow panels of fine accordeon pleatings and plain.

Silk poplins are selling very well. In skirts of this material novelties may be had at a lower price than such materials as Khaki-Kool and Yo San.

Fibre Silk "Sparker Cloth"

A new material which is being shown in several different colors in separate skirts is called "sparker cloth." It comes in rose, reseda, grey and Copenhagen. Fibre silk loosely woven with cotton gives the brilliant effect which provides the name.

A Good White Season

White skirts whether in satin, taffeta, gabardine, serge or cottons are to be very popular during the Summer. It seems that even though young ladies (and all are young this year so far as fashions are concerned) will purchase one sports skirt in high colors, they will have two or three separate white skirts as well.

Tweeds, black and white checks and plaids are selling in their usual staple way.



Fine French Serge Skirt

Though the pattern is striking the coloring is modest—it is grey and white on a darker grey ground—and the style is smart. Pockets and again pockets are here as everywhere and the straight line effect belted to match the pockets is the mode. Shown by Livingston and Scott.

COATS

Loud Patterns Are Dropping Off—High Colors Remain Firm—Colored Taffeta for Summer Models

COATS continue to hold much interest and to sell actively. There is no change in the style features which have been enumerated in previous issues of DRY GOODS REVIEW. One tendency in the materials has developed, however, and that is that while velours delaine has the big call in the high-class coats, it is turning to solid colors rather than the small checks and large plaids which were so much in evidence earlier. It seems as if dealers can get a good price for the plain colors, but in many instances have to reduce their profits on the loud checks and plaids in order to keep them moving. Plain velours in high colors sell very well.

Both taffeta and satin coats are selling well now, but one large manufacturer thinks that since taffeta is more

a real Summer silk than is satin, that taffetas will very soon be stronger than satin, while the latter will pick up again for early Fall. While the satins that are selling now are mostly in black, the taffetas are in almost all colors, "PRICE maintenance by manufacturers would be more of green, apricot and African brown.

In sports coats the popular length is more fixed now at 38 to 40 inches—and silks prevail, with apple green, gold and apricot the best.

Everywhere ready-to-wear manufacturers report a most satisfactory season throughout—despite the one big difficulty in obtaining sufficient labor. One firm has done 70% more business this year than for the corresponding period last year, and the increase is not entirely due to higher prices, but in a substantial way to more garments being sold. Another firm has made a big increase in its volume of business because of fewer cheaper lines and more of the best grade of garments being sold.

OVERALLS FOR WOMEN INVADE CANADA

Several of the Department Stores, Backed by the Imperial Munitions Board, Introduce Lines Similar to English and American, Also for Farm and Household Use.

A DECIDED innovation which is now to be seen is the overall for women. This garment was mentioned in February DRY GOODS REVIEW as just being placed on the market in the United States.



The New Overall Dress

The above is an illustration of the new overall made in the United States. Models just being turned out by Canadian firms are very similar except that the bloomers are finished with a close-fitting, buttoned band. Sleeves to match may be had in the khaki munitions overalls but the elbow sleeves will probably be favored in hot weather.

Since then the garment has received much commendation from both American factory managers and factory workers. It is also being used in the light colored materials for housework and gardening, where the comfort, neatness, and freedom of action provided thereby are much to be desired.

Recommended by Canadian Inspector

In factories, it is quite evident that overalls would be a safer garment to wear by workers at machines than skirts would be and they are being adopted in Canada as well. They are recommended by the Imperial Munitions Board. Mrs. Fenton, supervisor of women's labor of this Board speaks strongly in favor of the economic value of the overall. The shirtwaist of the operator is as clean at the close of the day as it was in the morning. A strap fastens around the wrist completely protecting the sleeves. When made of galatea or heavy drill it also protects against dust and stain from machines.

In gardening and any housework which necessitates bending over, overalls are obviously less in the way than even a short skirt. In housecleaning time, too, they are safer in climbing step-ladders.

Dressing for one's task is starting upon it without any unnecessary handicap, and when a woman dresses so for her housework, even housecleaning may be accomplished more speedily and efficiently, and therefore with less strain on the worker.

In Khaki Cloth as Well

Women's overalls are now carried by the Robert Simpson Co. and the T. Eaton Co., in both Toronto and the West. With a view to supplying munition workers, the overalls are to be had in khaki cloth, as well as ginghams, blue and white stripes, and light colors. They are made in two styles—the one having bloomers with bib and straps over the shoulders similar to men's—they have pockets, too, but unlike men's overalls, are caught in at the ankles; the other style is two-piece with smock and bloomers. The bloomers may be worn at knee length, in which case their fullness suggests a skirt. They are full enough, too, to be worn over skirts. The sleeves are long or short. Caps go with the overalls, as munitions regulations require, and the suit retails at $2.50 and $2.75.

Several patents have been issued in overall models.

Stripped Tunics To Get Beads

Beads for trimming in light and high colors and metallic effect are used in as large quantities as can be procured. One manufacturer had a supply of German-made beaded tunics on his shelves from pre-war days. He had these stripped in order to get beads for blouse trimmings.

Latest Models in Popular Fabrics



A Dressy Blouse

A handsome model of white crepe de chine; deep collar and sleeves of brocaded crepe de chine; trimming of tiny buttons, braid and hemstitching. Made by Doherty Mfg. Co.



New Georgette Model

White machine embroidery neatly executed is the feature of this white Georgette model. Flaring cuff is a favorite; neat shoulder tucks, lace and fancy buttons add daintiness. From Winsome Waist Co.

BLOUSES

Tailored Effects in Crepe de Chine Stronger—Fine Tucks in Georgette and Voile—Beads, Embroidery and Lace Remain

THE call for Georgette and crepe de chine blouses is ever and ever-increasing. "From all sides I hear: 'Give us Georgette, Georgette, Georgette,'" said one manufacturer to DRY GOODS REVIEW, and so many of these and of crepe de chine is he making that he has given up lingerie waists altogether.

Good Quality Crepe de Chine

A number of firms report that the demand for heavy tailored crepe de chine blouses is very pronounced and that these best qualities are much easier to sell than anything cheap. Women are wearing a firm crepe de chine for golfing and other sports and out-door wear and Georgette for semi-dress occasions. Both of these are termed cool and practical when made of the best materials.

One of the new white crepe de chine tailored styles is the tucked shirt-front having the front a solid mass of pin-tucks. These tailored styles are preferred with French flat sewn seams rather than hemstitching which pulls out in time.

Fine Tucks And Flowing Collars

Fine tucks and deep, flowing collars are found on many of the latest models. One white crepe de chine blouse has a collar reaching more than half way down the back, falling in deep points over the shoulders and a fairly deep front with square neck. The collar and sleeves are of beautiful brocaded crepe de chine.

Machine Embroidery on Georgette

Radium lace with a printed Georgette collar and tie and cuffs is made into a slip-over blouse which sells well. Sports silks in slip-over style are liked also. Some fine samples of machine embroidery on Georgette crepe are to be had. This requires a good firm weave of Georgette, but the work is much more cheaply done than handwork.

DRESSES

Georgette, Made Simple, in Big Demand—Net and Voile Frocks—Tailored Wash Dresses With New Features—Grey Serge for Misses—Barrel Effect Has Small Place

IT is purely a matter of taste this season whether one wears dresses and coats, or suits and blouses, and because of this choice, dealers must keep practically everything that can be worn in the summer time, in stock.



In sheer frocks, Georgettes are the most dressy, and yet they are simply enough made for any occasion. The straight-cut dress, all of Georgette, with tucks, braiding, beads, or embroidery trimming, is the most modish. These frocks are to be had in navy blue, Russian green, Capote blue, raspberry, wild rose, maize, flesh, grey, sand and white.

One model shown at Eaton's was of sand, with Copenhagen band eight inches deep around the bottom, at the top of the band and at two eight-inch intervals above it were two-inch upturned accordeon pleated ruffles of the blue. The sleeves, front and collar were finished to match. No other trimming than heavy stitching, and perhaps a tassel or two, is shown on some others.

Net and Voile Are Summery

Dainty ruffled net frocks are to be good for Summer wear this year. Fine white and fancy voiles, too, will be worn a great deal. The colored voiles are mostly printed, but a number of handsome effects in fine colored embroidery are to be had. Paris is talking of these embroidered voiles, too, it will be noticed.

Fancy shadow plaids and Oriental stripes are the newest ideas in the printed goods. Deep peplums and tunics are shown on many of these Summer models, but apart from these there seems to be little attempt to produce a barrel effect. Full, straight skirts and simple ruffled bodices with a youthful silk sash and fine lace trimming constitute a good selling type. Another is the apron effect which is stronger than ever. Sometimes the "apron" resembles the munitions apron; it is cut to hang from neck to hem, back and front, and is caught in loosely at the waist by a narrow girdle.

One-piece Street Dresses of Linen, Etc.

Many types of one-piece street dress are shown in shantungs, cottons, and linens, combinations of plain and fancy materials, or of white with a color are good in these. Pockets, sailor collars, deep cuffs and belts or semi-belts, give a good tailored appearance, or sometimes white embroidery on a colored linen frock, is equally attractive.

Back fastening with large buttons and buttonholes, is one of the newest features and is particularly smart on the tailored street frocks.

Grey Serge With Colored Trimming

A gown that is worn twelve months in the year is that of serge. A very new type is of fine French serge in silver grey. It is made in some instances with Eton effect, or, again, in jumper style. It is very smart indeed, with bright touches on the trimming. For instance, one had gold stitching and buttons and Georgette sleeves of gold. Another had touches of Venise blue. These costumes were for Misses.

Smart Summer Frock



Summer gowns are extremely neat. This one-piece style is of mercerized white gabardine, with pink and white stripes of the same. A flounce on the skirt gives a two-piece effect. Back-buttons, semi-belt tying in the back and novel pockets are effective details in the attractive ensemble. Made by H. C. Boulter Co.

For Sports Wear

In sports wear, there is no cessation of the brilliant colorings, large and striking designs, and evidences of Oriental influence. Sheer materials, as well as heavier cottons and silks, are to be had in all the 1917 brilliancy, and these are being made up into Summer frocks with lace, insertions, tucks, and ribbons. Filet, val, and Irish crochet are the laces used most frequently.

"Barrel" Much Disguised

The barrel skirt has been modified in a hundred different ways, but even yet many smart and fashionable dressers prefer the straight effects. Many side drapings and large, full pockets, give an outline which is termed barrel and is in demand.



Paul Poiret, the distinguished designer of women's fashions in Paris, has returned from the trenches as "attache de la Ministere de la Guerre." He has found opportunity to present again a number of designs—fourteen in all—especially for his friends in the United States and Canada. In Canada the sale of these designs is restricted to the store of the T. Eaton Co., at Toronto and Winnipeg. The graceful, glowing lines, always youthful, which Poiret loves and of which he is a master, have lost in these new models none of their former interest. These designs have, too, the practical aim of being produced for the average purse. Prices range from $10 to $145.

The above illustrations are from the original models shown at Eaton's. From the left: No. 1, "Simplicité," is a navy blue serge suit, simple, youthful and smart. Each pleat in the pockets has a button-hole loop for the metallic buttons. No. 2, "Cecile," may be had in wool velour or Callot satin. It is a coat comfortable and adaptable for any occasion. No. 3. In "Croisade" Poiret revives the mediaeval. The belt is studded with nail heads and the bodice and cuffs have armor-like tabs. The gown is of jersey cloth or crepe de chine. The collar is reversible. No. 4, well named "Demure," with its pinafore-bib like the black silk aprons of the demure women of Queen Anne's day. This skirt is of black, navy or plaid taffetas.

CORSETS, BRASSIERES

Fall Models Show New Features—Corset Tops Lower and Fuller—Skirts of all Lengths—Backs Extremely Flat—Bra-zette a Novelty

IN the United States there is a very decided tendency for everything to be flimsy, dainty, and soft. This preference is shown in the 1917 Fall corset models. The boning is softer, more pliable, fancy materials are in greater variety and the tendency is to get away from the heavy, stiff fabrics. That influence is more marked to the south of us, but nevertheless, is having some effect in Canada.

Tops are lower even than in the Summer models. From the waistline in front, where it curves in, the new boning provides a decided curve outwards, preventing any pressure when sitting, and at the same time giving inconspicuous support to the bust. These new features are adaptable to stout figures quite as well as to those more slender.

Skirts are little different from previous models. The short skirts are continued, and any other lengths which one desires. Cut-away skirts are selling a little better than heretofore. The abdomen line is flat and the back is extremely so.

Elastic Top Corset

A new type of elastic-top corset is shown. It is made with a firm good-fitting back, boned, and has elastic sides and front, which hold the figure well in shape without cutting. This model, too, is considered excellent for stout figures.

Brassieres

Laces are much more in demand than embroideries for brassieres. Cluny and filet are the popular lines. Filet worked with fantastic designs into tub silks, preferably pink, are good. Linens, too, in cloth and laces sell excellently. Back fastening has proved most satisfactory in the States, and it is thought Canadian women will prefer it also as soon as the splendid lines which it provides are brought before their notice. One new style with front fastening has a surplice crossing from the fastening around to the back where it is tied.

Silk treco in bandeau style, retailing at $2.50 and $3.50, are strongly favored by many of the most careful dressers. One firm considers its $1.50 to $2.00 brassieres about its most satisfactory and substantial line, but sells fewer of these than any others. Lines retailing at 50c and 75c are sold first, and then they find that many women jump from these to the very expensive lines, up as high as $5.00.

Irish Crochet Bandeau

One handsome novelty shown at Simpson's is an Irish crochet bandeau brassiere. The crochet work is very fine and firm and appears to be capable of long wear.

Another novelty is the "Bra-zette" which is of fine white cotton, lace trimmed. There is a double front to it, the under one of which is a brassiere fitting tightly, the outer part is full. It is really a brassiere and corset cover combined.



Letter from our Paris Correspondent



28 Avenue Marceau
Paris France

THERE is no entirely new shape in the Spring dresses. Both the oval and straight lines are favored. The various collections shown this month to American buyers contained both, and were equally sought for. On the whole, there are very few barrel skirts, just a hint of this shape, which gives the oval silhouette. As a rule, the skirt is narrow, even in the straight dress.

The latter is either gathered or pleated, more often pleated; all sorts of pleats, big or small, or irregular being used; sometimes also a group of pleats is separated from the other by a straight band of different material.

A suggestion for a barrel-looking dress is as follows: A straight skirt, not very wide, especially at the bottom, gathered or pleated, according to the figure, and a loose jacket, fairly long, ended up by a broad strip of embroidery (Japanese or gold and silver thread), or of fur. In that case, flat fur should be used; mole, for instance, or fancy coney. Also fox, grey and white, which are much worn in Spring.

Obtaining the Band Effect

Big side pockets maintained widely open by the same trimming as above would also give this barrel-like effect.

The barrel silhouette is also obtained by means of material draped into loops going from the waistline down below the hips where they have all their fullness.

The one-piece gown (or robe chemise) shown lately, had two big pockets in front, just like apron pockets. I might mention that, while the shape of the robe chemise is still the same, the dress itself is less simple, being much more adorned with embroidery bands or motifs of all kinds.

In order to please the ladies who don't like going out without something on their dress, the dressmakers have devised the plan of putting on the dress a little cape, which will only cover the back, leaving the shoulders free. This cape must be fixed on the dress at the neck. I think this idea is not a bad one, as it makes the costume look more "dressy."

The waist is left free and supple, the belts being only very loose girdles, just showing the waistline, which is either low or high, according to taste, both being equally fashionable.

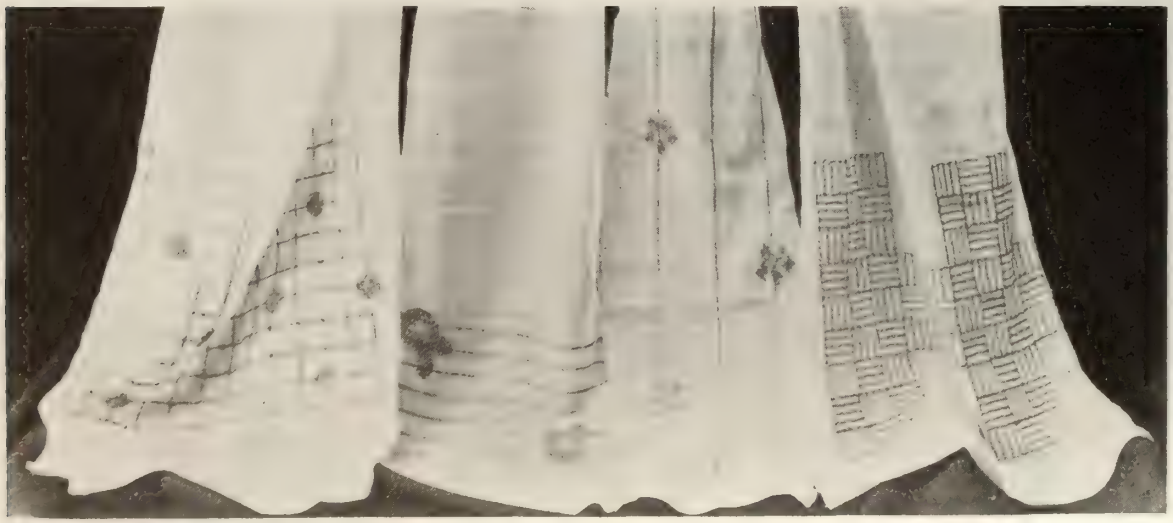
Skirts a Little Longer

The skirts are longer than previously, but they cannot be called long skirts. In fact one may well understand that it is rather hard to cease showing pretty ankles shaped into the loveliest silk stocking and prettiest deerskin shoe worn up to the present, and we may expect that it will be difficult to convince a lady whose feet and ankles are nice that she should abandon the privilege of such an advantage.

There are jackets of every length and shape: short ones, very loose, are worn with the straight dress of different material and shade. Also some sleeveless jackets are to be seen on afternoon dresses, and we may anticipate some boleros of fancy shapes.

Fine White Voiles From Paris

Sent over by our Paris Correspondent.



From the left, No. 1 is 38-in. material with embroidery 10 inches deep done in navy blue with cherry and gold spots. No. 2 is 42-in. material with 6-in embroidery in same shades as No. 1, No. 3, 42-in. voile with 23-in. embroidery of canary stripes with cherry floral spots; No. 4 is 52-in. voile with 10½ in. navy blue embroidery.

Collars Slit Shoulder to Shoulder

The neck is decidedly free, with wide open collars, slit from shoulder to shoulder, or in a V-shape.

Armholes are very wide and quite straight, going as low as the waistline, which, however, is high then.

The materials used are very much the same as those mentioned in my previous article. I might add to them: crepon, mousseline de laine, silk crepes, which have sometimes printed designs, although up to the present, they are mostly of one shade only. Printed tussor should also be noticed.

Checked Silk Combined With Woolen

WHAT is really new this season is checked silk combined with woolen stuff, such as Djersabure, gabardine, serge, etc., or linen which is extensively used together with silk.

Shades are not different from what I wrote previously.

Deerskin or "Suede" Trimming

As regards trimmings, embroidery of all kinds, also braidings, are used, and I wish to point out to you another which is not very common, but none the less pretty: it is deerskin (which we call here suede). The best collar and cuffs of a dress are made of that skin, which is very supple and dyes beautifully in all shades, so as to match exactly the shade of the dress which it adorns. The buttons are covered with deerskin and the band edging the pockets as well. If you add to this a hat entirely made of that skin, you will have a perfect "ensemble" which will look neat and rich.

Evening Dresses of Satin or Charmeuse

Most evening dresses are made of satin or charmeuse covered with lace of every kind, especially chantilly and filet, draped most charmingly. Black satin and gold lace or net embroidered in gold are much in favor. If the walking dress is longer, the evening gown on the other hand is getting shorter. Some have a front panel which hardly covers the knee, the sides are longer and end in a train, generally pointed.

With these gowns, head dresses of black jet, or gold lace similar to the one used on the dress, would look nice.

Petticoats Again

The present fashion necessitates petticoats again. If the dress is straight, a petticoat of crepe de chine trimmed with a high lace frill or a combination of white silk jersey, also trimmed with fine lace, filet for instance, at the top and bottom would be very nice. Of course, every kind of ribbon trimming, knots of tiny flowers make it look very effective.

If the robe tonneau, "barrell," is worn, the petticoat is nothing but small frills of crepe de chine and lace, one above the other, with in front a small flat panel, so that the fullness is kept round the hips and back, to give the tonneau effect. All petticoats are very short.

BLOUSES—Paris seems to cling to the Peplum blouse, of which there was already a hint in this Winter's lace blouses. All those shown are straight tunics, peplum-like or Russian style.

Some are middle length, that is to say go just below the hip, and are more like long basqued bodices. They are very loose, the waist just indicated by a girdle of the same material as the blouse.

Embroidery on Blouses

Plenty of embroidery, of every kind on these blouses which are mostly made of chiffon: plumetis, point de chainette or openwork motifs can be seen.

There are also some very long tunics, almost as long as the skirt, only a few inches of which are seen. We call them skirt blouses. They are pretty much the same as those above, only longer.

Here, they are very much appreciated, for they are quite dressy for tea parties, or even dinner parties, when the evening dress is not worn. As they are very simple, they will do very well for morning or street wear, especially when the weather gets fine and warm.

Before that time, however, we must look for plenty of rain, especially in this month with its April showers. We shan't be prevented from going out, though, for we are now provided with any amount of waterproof materials, all very fashionable. In fact, since the war began, considerable progress has been made in this line, and many kinds of cloths are now waterproof. They have lost nothing of their suppleness, and the loose coats that

(Continued on page 51)

CHILDREN'S WEAR

Novel Touches on New Fall Lines—Bright Colors in Cottons and Stitching—A Paris Novelty

AS WITH grown-ups' gowns, Fall samples for children are few so far and those already designed are of a somewhat staple type. Serge, black and white checks and corduroy are about the only materials being used so far. But on these, novel touches are to be seen in the way of buttons, strappings or handwork. One dress for ten-year size is of a good shade of old rose corduroy. It has white buttons and a white silk lace which laces from the waist up the front. There is also a Copenhagen blue mercerized poplin with black silk buttons and stitching.



For Summer wear novelty cottons and plain white voiles have been selling very well. Ginghams and chambrays are good also but several firms and retailers find that novelties of good materials sell much more readily than the plain cheap dresses. The buyer of dresses for ages from two to six years in one of the large retail stores stated to DRY GOODS REVIEW that dresses priced from $2.00 up were far better sellers than any lines below that price. Fancy voiles, mull, some organdie and batiste and very fine embroidery all with fine lace trimming were the lines in demand. Sea voile is a fancy weave of voile which is very popular with one firm.

In the novelty cottons bright colors are found and bright colored stitching and smocking are good. In plainer garments rather pale shades of pink and blue are the colors almost always chosen by the final purchaser.

Pleated skirts, some two-piece effects and many types of one-piece dress in either low or high waist-line are sold in the heavier cottons. Sheer frocks frequently have peplums, apron effects, side accordeon-pleated panels, and Empire waists with ribbon runners.

One of the newest models made in Paris is a barrel dress with panel back and front and band catching side gathers at the bottom. It is of grey silk jersey with long sleeves and collar of coral crepe silk. It isn't polite to enquire the price of anything so exclusive as this, of course.

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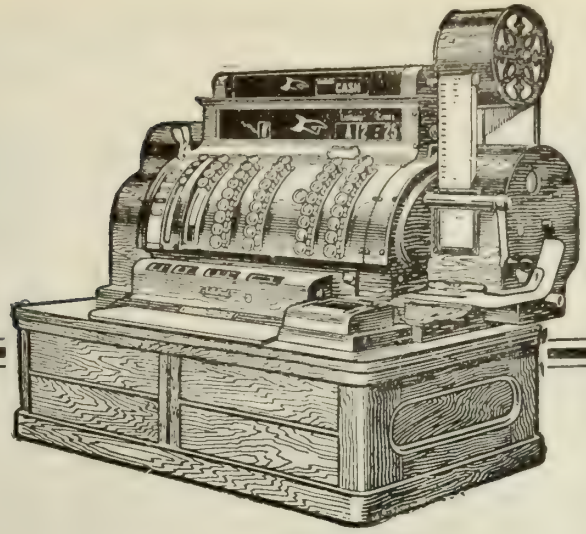
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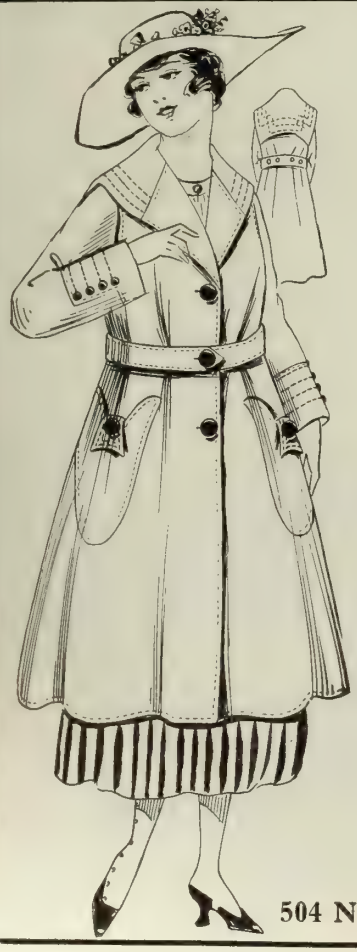
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DRESS ACCESSORIES

BRITISH EMBARGO HARD ON GLOVE SUPPLIES

Lessens Supply of Leather and Imports for Canada — Few Fancy Lines — Buying Up Woolen Gloves—Style Notes.

THE glove situation is, month by month, growing more complicated, with a possibility of supplies of imported merchandise being reduced almost to the vanishing point. The embargo now in effect in the United Kingdom prevents the importation of wet and dry hides, and colored leather, also imported gloves except where merchants may in a few cases obtain permission to import under special license in limited quantities.

At the time of writing there does not appear to be much hope among glove manufacturers in England that much importation will be allowed even under license. This will naturally affect the quantity of English-made goods that will be available for export, although one large house has been advised by its London headquarters that they are hopeful of being able to export all the goods for which orders have already been placed.

The foreign markets, French and Italian, for kids and suedes, appear to be in as bad a position. One manufacturer reports having received advice that there is scarcely a kid skin to be had in France, whilst their Italian house reports that the prices of skins are enormous, and both from France and Italy there are indications of bigger advances than ever coming, with a considerable curtailment of the already meagre supply. It looks as though these conditions would hold until the end of the war, in any case, and some manufacturers feel that prices will not fall for a long time after the close of hostilities.

Canadian-made Lisles

Imported lisles are also very difficult to obtain, and quite a business is being done in the Canadian product, both in silks and fabrics, but the quantity available does not seem at all to measure up to the demand. Some houses are over-sold in these goods and will have very few available before the Fall.

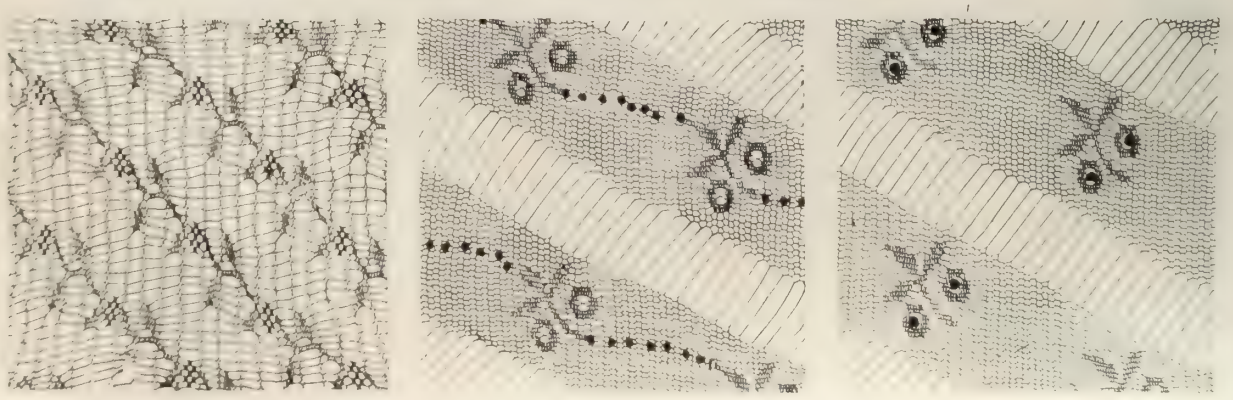
The situation in Canadian-made capes and mochas is almost as bad owing to the great demand, the high prices, and the difficulty of obtaining raw materials. One of the most important manufacturers of this class of merchandise has been compelled only this week to withdraw almost his entire range of lined goods for Fall delivery.

Woolen gloves are being eagerly bought up, and as this class of glove is bound to be in much greater demand this coming Fall and Winter owing to the high prices of leather gloves, it is important that the merchant who has not fully anticipated his requirements in this direction should do so without delay.

DIAGONAL STRIPES IN VEILS

Still another idea in veilings! The latest arrivals are in a generous range of diagonal stripes. The stripes vary from delicate, lacy, shadow, vine effects to clear-cut one-inch stripes, with a ribbon or floral pattern running through them. The meshes vary, too, from fine to large

Diagonal Stripes in Veilings



These are the newest patterns in yard veilings. The stripe effect is produced by fancy meshes, and even here the chenille dot has its place. Shown by Westlake Bros., Toronto.

open styles, but always the stripes are on the bias. May we not look for plaids next?

Chenille borders continue in strong demand. In all-over chenille patterns, group spots and motifs are a little more "smart" than single spots.

Metallic and colored thread borders on black or white plain meshes are selling well. One firm finds all-white, white with black or metallic borders, black with metallic or colored borders, and taupe, create considerable interest. In single veils, the large open Shetland meshes, in both square and round styles, and in black, white, and taupe, are in good demand. Another firm puts some emphasis on purples and navys in these piece-veils.

A veil worn recently in New York had a deep "apron" front extending below the waist; elsewhere it was caught up smartly over a small hat. The edge was bordered in various sizes of chenille dots.

Both separate and yard veilings are quite active at present.

NECKWEAR

Bewildering Variety Makes Public Cling to Sailor—Colors Everywhere—Metallic Cloth—Sports Designs

IF THERE is any particular spot where you never noticed a point in neckwear before, it is surely to be found there now; and that is the "point" to the latest models. You may find points on the shoulders, in front of the shoulders, behind the shoulders, in the centre front, in the centre back, points all around, or in a regular daisy style with points upon points and the points may be long and deep or there may be no points at all. A shawl collar or a cape collar is equally as fashionable as a pointed style. Perhaps this bewildering variety is the cause of so very many people adhering to the sailor collar; they know they like it but in some cases are slightly dubious about the others.



Narrow back and deep front for new collars

Six-Cornered Model

A new six-cornered model at Stitt's is made of squares of heavy linen-finished cotton, joined by 1½-in. filet insertion and bordered by 2-in. filet lace.

The newest in sailor styles at Simpson's, is cotton voile with hemstitched borders. These are in solid colors of chartreuse, old gold, rose, green and blue and retail at 50c and 75c.

Filet lace has taken a strong hold on popular fancy. Many very beautiful collar designs are worked out all in filet. Of course in the majority of cases it is imitation filet but of well-made quality.

Many fine designs in vestees are shown in net, organdie, crepe de chine and Georgette.

Green Border With "Beauty" Roses.

Neat tailored silk stocks in colors and white, and dainty Swiss roll collars find favor with the Spring suits now appearing.

A Paris novelty is solid bead-work in black, rose and gold beads.

A new border on one white Georgette model is of very dark green ninon with little American Beauty roses scattered through it.



All of Metallic Cloth

The front of this sailor collar has bands like those on the back. The collar itself is white, the border is cadet blue and four other pastel tints—old rose, maize, green and pink—are shown in the four bands. Made by T. H. Birmingham & Co., Ltd.



Combining Points and Sailor Cut

"Nuncloth" is a new feature in neckwear. This set shows it trimmed with navy and white striped tussah and square pearl buttons. It is lighter in weight than serge and slightly heavier than cashmere. From A. T. Reid Co.

A material that has been selling well in the past couple of weeks is metallic cloth. It is made up mostly in sailor effects. One model of white had five ¾-inch folds across the back, all of different tints in the same cloth. Another with shoulder points, was of raspberry metallic cloth hemstitched at the border.

All manner of patterns in fancy silks are made up into sports neckwear, Shantungs, poplins, heavy and sheer crepes and pique are all good, but whether one wishes a fichu, a vestee, a sailor collar, a cape collar, a cowl collar or any other style, she may still have nothing in better taste than one of Georgette crepe. Embroidered motifs smart touches.

WIDER RIBBONS IS TENDENCY FOR FALL

While the Rolls are Being Cut for New Christmas Ribbon Designs There Begins to Appear a Hopeful Hint of Wider Fashions for Fall—Roman Stripe Effects Emerging From the Forgotten Past—Metal Shades—Wide Black Effects in Velvet and in Taffeta Faille

From a resident correspondent.

MONTREAL, April 4.—(Special).—In ribbons for the ensuing season there is still a little uncertainty as to the fancies of Dame Fashion, but at the time of writing there was a gathering suggestion of wider ribbons for Fall wear. For some time the tendencies have been towards the narrow in ribbons, and the resumption of wide ribbon fashions will be welcomed should it materialize. In a tendency towards girdles and sashes of ribbon the necessity for greater width in the ribbons will possibly make itself felt, and the symptoms of such tendency are already being noted in fashion centres.

Millinery demand has been for narrower ribbons during the earlier part of the year, and the millinery openings have seemed to emphasize rather strongly the narrow picot-edged ribbons mentioned in a previous number of DRY GOODS REVIEW as on their way to popularity.

An interesting new ribbon which is just coming on the market is a narrow fancy striped ribbon with white border edges, and various colored ground upon which appear four white stripes. The ground colors are pink, blue, old rose, cadet, hunter's green, Nile green, maize, violet, mauve, navy, and black.

Metallic Shades Coming

Another tendency of the market noted at present, and likely to develop into the Fall perhaps quite strongly, is the tendency to metallic shades in ribbon. Narrow heavy grosgrains are coming forward in distinctly metallic shades. Two of these are gold, and citron, but without doubt the new "Platina" which is a delicate lustrous metallic gray will appear in this ribbon also, and some of the aluminum shades may vary the grays in the metallic range. The gold and citron shades now offering partake of the general tendency in women's wear towards the warm yellow and ochre or mustard hues in apparel. As regards other colors for Fall, there are no very pronounced decisions for the present.

Revival of Roman Stripes

It is noted, however, that our very old friend, the Roman stripe effect, is suddenly showing a desire to return to popularity, and though it is years since Roman stripe ribbons were shown in any very extensive range, this Fall may find a different disposition on the part of Dame Fashion. Certainly Roman stripes are hinting at a revival, and should they come in they will probably come in all their old strength of color and vigor of contrast.

The aeroplane bow in black velvet ribbon is bringing with it the demand for this rich ribbon style, and wide black taffeta faille ribbons also seem to be on their way into favor for the Fall.

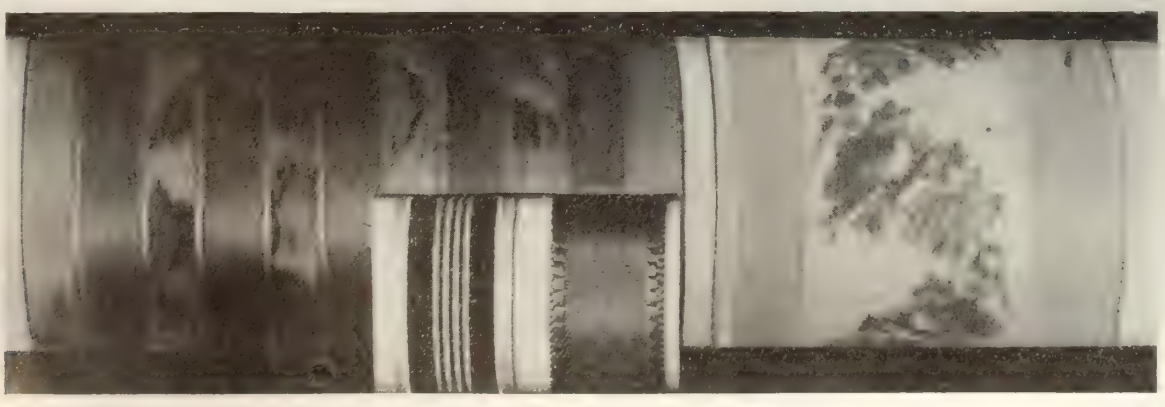
New Medium Priced Taffeta

In Canadian-made ribbons the effect of the war has been to develop industrial activity and enterprise so that the manufacturers are able to offer new values as well as occasionally new styles, though the need for steady supplies of staple goods in the ribbon market keeps Canadian ribbon making busy enough. This season will see on the market for the first time a taffeta ribbon for hairbows, millinery, sashes, or girdles, at a price to retail at 25 cents. This style of taffeta ribbon has long been sought for, and at last is found. It is to come in eight prominent and popular shades, two blues, one light and one medium, a light and a medium pink, and also in black, and pure white.

Another feature of the Canadian ribbon trade should be the 25 cent Dresden which is also promised for the market almost immediately, and for the Fall. This ribbon, coming in 18-yard ends at $1.90 to the trade for small quantities, and at $1.75 per end when as many as twenty-five ends are taken at an order, can be retailed at the popular "quarter" price, and is a pretty ribbon in the fail-me-never Dresden style with rose pattern. It is designed to come in eight combinations—white, with blues, pinks, maize, mauve, and old rose. This is a medium width ribbon suitable for millinery, and many purposes, but hardly of sufficient breadth for fancy bags.

New Wide Dresden, Fancy Stripe

For fancy bags there is a new wide Dresden being shown with a satin stripe, and various rich, dark colors, as well as some of the lighter shades. This is coming in assorted designs and blendings of color, the harmonies and contrasts being excellent, and the whole effect very rich indeed. For sashes, millinery, and for fancy bags, this Dresden with stripes is a handsome development.



Under—Dresden and fancy striped Dresden. Narrow (inset)—Fancy striped and gros-grain, metallic shade. Shown by Belding Paul Corticelli.

One effect in black and gold is very striking indeed, and the whole range is full of wealth of color and strength of appeal to the eye.

Christmas Ribbons on the Way

At present designers are busy on the new Christmas ribbons, and in Canadian-made ribbons there will be a new offering early this Fall. The rolls are at present being cut out for these Christmas ribbons, and departures in the holly, mistletoe, and familiar Christmas designs may be expected from the Canadian manufacturers' looms. These ribbons are not ready as yet to be offered to the trade. Their prices will not show any serious advances on previous experience.

Wash ribbons are not making any sudden departures, meantime, and the Summer season will see the usual pretty range of bow-patterns, spots, French-knots, tiny flowers, and fancy effects. There is a rapid passing of the narrow widths now in progress, and to the Canadian market from Canadian looms will be offered this season a new wash ribbon carton designed to eliminate the old narrow widths. This carton containing 48 ends is to cost $5.40 to the trade, and the retail price of the ribbon is around 15 to 20 cents. For any demand for narrow widths which may exist provision is made, but in the main the carton contains wide wash ribbons of the usually required types.

The Outlook for Imported Lines

As regards imported ribbons the situation is still very difficult for the importations from Europe. Importations from the United States are undisturbed so far, but with war clouds hovering heavily over the star-spangled banner, there may be disturbance there also. Expectations are high, however, that by the Fall the outlook regarding imported ribbons from Europe may be better. Some of the experienced ribbon men of Canada have been over in Britain and France for some time ascertaining the outlook for future business with these sources of supply in the ribbon trade. Embargoes and ship shortage meanwhile have an adverse effect.

NOVELTY PARASOLS

Those of Chinese Order Have Twelve Ribs, Giving Flattened Effect—Sports and Oriental Silks

THE shops are putting every inducement in the path of customers to awaken their interest in novelty parasols for the coming Summer. In the case under one ribbon counter is a parasol made of fancy Roman striped and wide plain ribbon. The handle is short and of natural wood. Bolts of the same ribbon are displayed with the parasol, suggesting its use for bags and bonnets, to complete the set.

At a wash goods counter where pale pink and natural linen striped dress goods are displayed, a small parasol is made up of the material shirred at the edges in pretty effect.

One stops next at the net and chiffon section to wonder at the loveliness of a parasol of black tulle all in ruffles and puffs, with little violet beads nestling here and there. A hat and the ever-present bag are also of the black tulle and violets.

Sports silks in plain and figured combinations, fancy Oriental silks, sometimes with contrasting lining, Japanese and Chinese suggestions are also among the parasol displays.

Most of the models are small and many have short handles. Those of the Chinese order have twelve ribs, giving a flattened effect, and there is usually some curious carved knob or antique metallic emblem on the handle. The French carrying cord is too useful to omit, even if it is a Chinese parasol.

LETTER FROM OUR PARIS CORRESPONDENT

(Continued from page 39)

we are wearing just now can easily be made in these materials. They are of every shade, especially beige or black and white checks.

Styles for the Children

KIDDIES are also provided with waterproof capes and hoods, and it is very amusing to watch them enjoying their morning out of door ramble, careless of rain and mud. I believe, in fact, that they like it! Anyway, they prefer it to the long dreary hours spent moping in the nursery.

Children of the present day are decidedly more favored than we were. They are taught from their earliest days to wear lovely frocks, and some couturiers have made their special object to teach little ones to become elegant young ladies and women. The mothers greatly help them, for their love for finery is always displayed on their children.

Of course, the shapes are very simple: straight, full skirts mostly. Tussor and Shantung are used for young girls up to 16; younger children, since they will play in spite of their fine dresses (and it would be a shame to insist upon them keeping quiet for the sake of a dress), will be clothed in linen, schappe silk, crepe de chine, and all washable silk stuffs.

Sometimes, on exceptional occasions, when the youngster must look very attractive, foulard or cashmere may be used, and the shape of the dress will be more elaborate, for instance, slightly draped on the hips like her mother's.

An evening frock, most original, is made with a real culotte skirt of lace and silk.

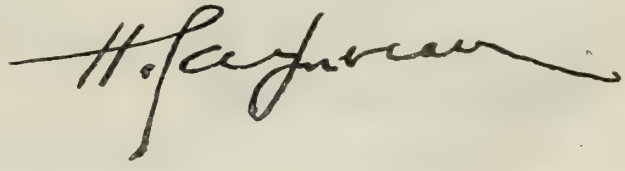
Children have also chemise blouses and deshabilles, just like mama's! All are plain, but very nice though, being the dainty reduction of ladies' dresses.

Real Pantaloons Again

NOW that the teashops are closed for two days a week, we begin to receive our friends to tea again. And the teagowns and deshabilles must be thought of. Some are most original, the culotte skirt making its appearance once more: it is made of real pantaloons held tight at the ankles, and covered with loose panels at the front and back, showing the ankle bands on the sides only.

A new fashion is to wear tiny aprons when helping the tea (aprons similar to those the "soubrettes" wear on the stage), and there again, fancy is "de rigueur." They are generally embroidered and trimmed with lace; their shape varies, but is always pretty; tiny pockets complete them.

While talking of home, I might mention that a profusion of cushions are being shown: silk of every color with great big bowers or motifs of one or two colors only, but very showy. The shapes are sometimes extraordinary: melon like, or round or oval, or of no geometrical form at all, every variety is being displayed.





Georgette Crepe Sailor Collar, Trimmed with Silver Ornaments.

Get a big share of the *Spring and Summer* Neck-wear Trade

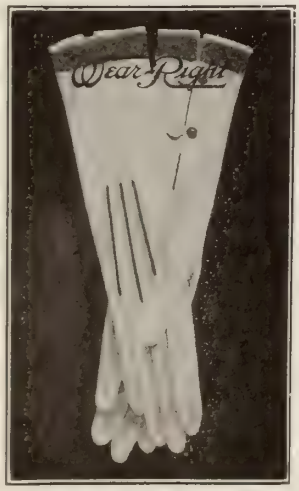
FINNIE neckwear will help you. Our ideas have daintiness and snap that will catch the eye of the woman searching for the **un-ordinary.**

Our Spring and Summer range includes the newest shades in Georgette, Duchess Satin and Canton effects in single collars and sets. We are usually successful in anticipating the popular fancy.

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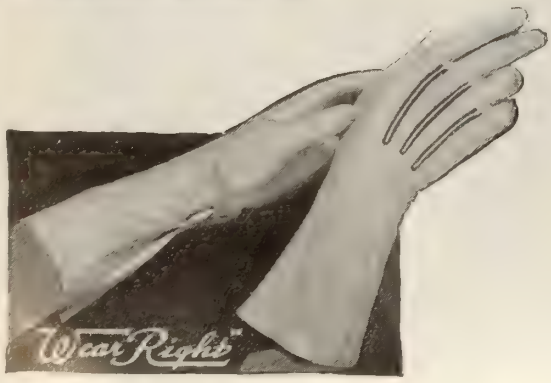
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SUPERIOR QUALITY
PERFECT FIT

ABSOLUTE SATISFACTION GUARANTEED

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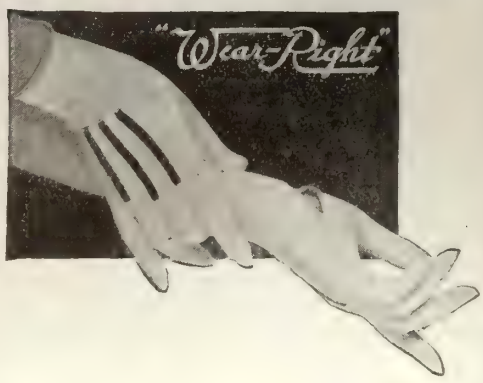


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Italian Silk Lingerie



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Queen Quality
Silk Gloves

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W. A. Fraser has come back

YOU remember W. A. Fraser, the brilliant Canadian author of "Mooswa," "Thoroughbreds," "Blood Lilies," and other good stories of India and Canada? Latterly Mr. Fraser's literary activity has been in repose, but now he has arranged to provide **MacLean's Magazine** with a brand new series of short stories, the first of which, "A WANDERING MUMMY," is a fine tale of the Canadian West, with an East Indian strand woven into it. It appears in the April **MacLean's.**

Canada is producing some very good short-story writers—new ones that is. We have Stringer, McFarlane, Sullivan, Leacock, Miss Laut, Roberts, Seton, Parker, O'Higgins, Patullo, L. M. Montgomery, et al, of international fame; and a new lot breaking into the greater light. One of these newer writers is

Hopkins Moorhouse, who is "coming strong." Mr. Moorhouse is a Manitoban, and to the April MacLean's he contributes The Centre of Gravity, "corking good stuff," to use the language of the Editor. This is the first of a series of stories featuring Andy Doolin, a "character," keeper of a saloon. These stories are of the boom days in British Columbia's gold mining history, days when Jim Crotty, Dutch McGee, and The Parson, desperadoes all, made life a catchy thing and stirring.

Mary Gaunt, a new contributor to MacLean's, has in the April Number a short story, At the Arrow Forks, a tale of the Yukon. Miss Gaunt is a British woman who knows her Canada well—from sojourn, visit and study.

James B. Hendryx is a well-known writer whose 90,000-word serial story begins in the April MacLean's, The Gun-Brand, is of the Peace River Country, and is of gun-runners, Indians, whiskey, a Hudson's Bay Company post, voyageurs, and a dream of a girl.

Agnes C. Laut, H. F. Gadsby and W. A. Craick are contributors to the April MacLean's. Each contributes a special article of great and immediate interest. For example, MISS AGNES C. LAUT, a wonderful woman, writes of the war situation as found in the United States, and in its relation to Canada. H. F. GADSBY writes of the Canadian Senate—a judicial article on a subject of ever-growing political interest. W. A. CRAICK'S contribution is Motor Roads of Canada, and is concerned with motor-touring in Canada. His article is well illustrated.

Now, these are just a part of the contents of

MACLEAN'S for April

THEY suffice, however, to give you a good idea of the distinctive Canadian character and appeal of MacLean's, and to let you and others see that in MacLean's one gets his money's worth and more, whether it be mere entertainment that is sought, or something informative, stimulating and timely concerning Canada life, interests, thought and politics.

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DRESS FABRICS AND SILKS

WOOLENS FOR FALL

Loud Checks and Plaids Dropping Off—Fancy Stripes Showing—English Mills Prepare For More Export Business

A LARGE importer of woolen goods in discussing the prospects in the dress fabrics business for Fall brought out the point that the onus of successful trade rests now more than ever upon the buyer. During the past several months consumers have been paying whatever was asked so long as they got the goods they wanted. They were asking for expensive things. Now, with the prospect of peace nearer some have the idea that prices will soon take a deep drop while others believe that present or higher prices still will rule for some time. Just what proportion, if any, of both classes will refrain from buying the high class goods which were called for last season or to what extent they will continue to spend money it is difficult to estimate. Buyers certainly are not placing the big advanced orders which they did a year ago. As a result, if the demand from consumers holds for expensive materials, they will have to take them at prices based on current market rates.

England Exporting More

Sufficient goods are to be had now if the prices asked are forthcoming. England is allowing mills to make up goods for export which she would not allow for home consumption. This is in order to keep and get money within her own shores. Further curtailment of home consumption will no doubt be enforced there and these measures leave more goods for us, but the prices are, of course, tremendous. Just now they are from 250 per cent. to 300 per cent. above normal.

No cheap goods are being carried and buying even among wholesalers is from hand to mouth. If the war should close within, say, four months and munition workers begin looking for other employment, buying among consumers will surely be less and prices come down to some extent, despite the shortage of wool. A certain period is bound to come during which, as DRY GOODS REVIEW has said before, a bank account will be of more value to the dealer than large stocks. The apparel which people now have on hand will in very many cases be made to do for a longer season than it does at present.

Fall Offerings

The goods which are coming in for Fall are all of good quality. In suitings, broadcloth, velour and serge constitute the big part of the range. The colors are similar to those prevailing last year, Burgundy, brown, green, navy, plum in the dark shades and a continuance of gold shades. The loud checks and plaids are dropping off, but some very attractive fancy stripes and plaids in harmonizing tones and subdued contrasts are shown. Broadcloths and velours retail at $3.50 and $4.00 per yard.

SILKS FOR FALL

Chartreuse and Mustard in Colors Being Made Up—Soft, Clinging or Taffeta Depends on Styles—Georgette Dead in 1918?

"The outlook for Fall is very bewildering," said a large importer of silks to DRY GOODS REVIEW. "Neither manufacturers nor wholesalers know what to offer."

There is every indication that the brilliant colors and flashy patterns will be strong throughout the Summer in all classes of goods, from the cheap Canton silks to the very best weaves, but as to what will be the feature of Fall silks, there is little to be learned just now. Manufacturers are making up a good deal of chartreuse and mustard for Fall selling, and these, with plum, claret and taupe, are expected to be strong colors.

Wholesalers are inclined strongly towards satin-faced silks for Fall. Charmeuse, duchess and paillette will be the types and crepe de chine will, in the opinion of many, be stronger than ever before.

"Georgettes, however, will die a natural death before the Spring of 1918," remarked one wholesaler. "They will be replaced by ninons, grenadines, and similar weaves, which are more dependable than Georgette."

The popularity of crepe silks and the tendency towards satins have already brought out a rich beautiful weave for Fall, called "crepe satin"; it is 40 inches wide and retails for $4 a yard. So far, it is made only in solid colors.

If Barrel, Taffeta Goes Out

Silk firms think that because satin-faced silks are to be featured for Fall, the big demand for taffetas will drop off to a considerable extent. If the wide evening skirts continue in vogue, taffetas will be used to some extent for evening gowns, but should the narrow barrel fashion predominate the more clinging, supple weaves will hold almost full sway.

The striking colorings and designs are likely to continue for cloak and fur linings. In addition to weird figures of Oriental suggestion on patterned backgrounds, life-sized American Beauty roses and natural looking peacock feathers are shown on satins. Whether the vogue for things Oriental and far-Eastern will carry over into the Winter is doubtful. If they should, gold and silver brocades, metallic laces and trimmings will again be strong, but it is doubtful whether the vogue for this class of materials will remain strong again after their great display for the past couple of seasons.

BRIGHT SPORTS COLORS IN COTTONS FOR FALL

Will Follow on the Late Summer Demand—Scarcity in English Lines Presses Local Mills —Large Bold Patterns

INGENUITY of designers is still being directed to the creation of large bold objects in the adornment of the printed fabrics in cotton goods for the Fall. The tendency even to increase the size of the decorative objects imprinted on the fabrics is present, and in printed tussores and crepe de chines this tendency is seen very strongly developed. Big swastika, and Greek Key designs appear with novel ideas for filling circular spaces in several colors,—spots, Paisley and Oriental motifs, and kaleidoscopic interminglings of color being freely used.

Very little new material of note is to be expected for this Fall from the formerly important British sources of supply. Fancy goods in cottons are coming from the United States and Japan, and are being made to some extent in the Dominion. From the Old Country the printed cotton staples to be counted upon by the trade will not be in abundant quantity, though strenuous efforts have been, and are being made by the great wholesale firms to secure supplies. The story of war's effects on this great industry in England may seem all but worn out at this date in the history of trade's struggles amidst the difficulties occassioned by hostilities, but in the words of an experienced cotton goods buyer and manager for one of Canada's largest dry goods houses, "They have only just begun to wake up to the war in reality over there."

Restricting English Output

The effect of this slowly reached realization of war's needs in Britain is to make the present industrial situation more than ever restricted as regards output. Shipments of raw cotton have been reaching England most irregularly and with losses due to submarine hostilities. Embargoes upon exports of cotton goods are rigid, and comprehensively applied. Shortages of labor are more serious than ever because of conscription, and the re-examination of formerly rejected men, also soldiers who have returned to civilian life in order that more fit men may be released from behind the lines to go to the trenches, is having far-reaching effects. The color situation, while improved, is still unsatisfactory.

Marked Scarcity in These Lines

This combination of adverse circumstances means that there must be at this juncture and for some time to come a very marked scarcity of British staple cotton goods in the printed and plain lines, and prices were never more firm. It is the opinion of men well versed in the markets that prices for cotton goods will not ease off for at least a year, and unless a conclusion of warfare is approaching the period may be longer.

Plain dyed poplins have advanced from four to six cents a yard for this season's business and staple prints have advanced, as has been noted, by another two to four cents per yard for the Fall buying. All other lines are advanced in similar proportion, and there is scarcity of supply restricting selection.

Fancy Sports Shades For Fall

Plain cottons, and silk and cotton mixtures in plain shades are coming in all the latest sports shades for the season. Some of the fancy color ideas were mentioned last month: here are some of the sports shades which will be widely seen and admired this Fall, and following the height of Summer:

"Natural" is a buff color, rather like tussore in shade. "Snow-shoe" is a flat golden yellow.

"Yacht" is a good flat blue, and "Skating" is a blue inclining to Danish blue.

"Indiana" is a magenta shade. "Spring" is a soft warm toned green. "Toboggan" is an orange—artists in oils would find this shade in the "Cadmium" tube.

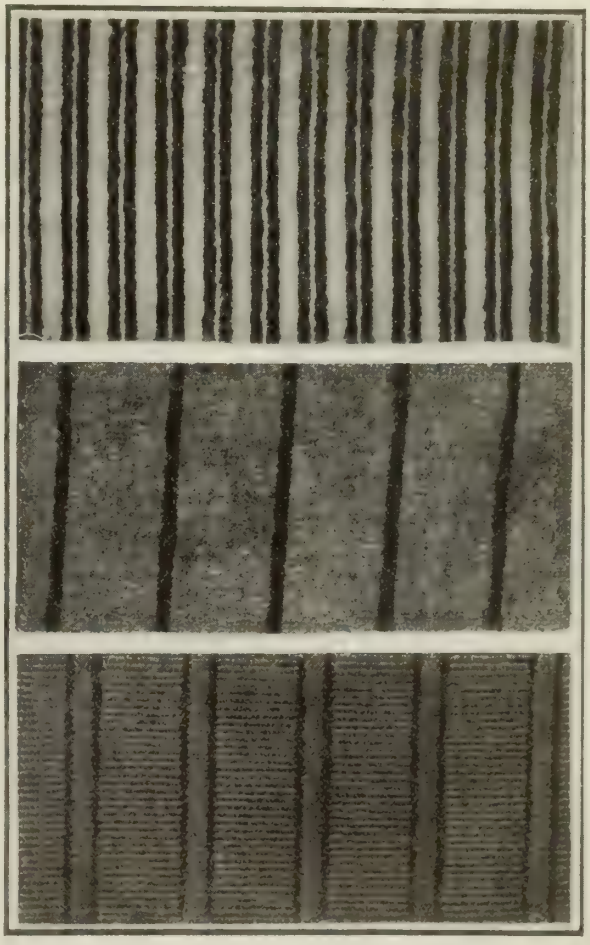
"Lawn" is a dark green, flat in tone. "Jade" is a flat toned but lighter green like the stone it is named after.

"Chartreuse" is a clear white wine color with the yellowy tone cool and flat. "Tennis" is a good dull gold hue. "Golf" is a rich, dull red, and "Basket-ball" is a flat dark purple.

These shades are strong for late Summer and early Fall wear.

Mills at Full Pressure

Canadian mills are running at full pressure to supply the lack caused by the falling off of supplies from Britain, but for the most part are going strongly for staples, and the market for fancy lines in cotton goods shows a condition of demand exceeding supply and powers of supply augmentation.



Fall Suitings in Pile Fabrics

These attractive stripe effects are made in Canada of silk-finished cotton, very lustrous in appearance and in gold, grays, steel-blue, sand, cream, navy and brown shades, with black or self-colored stripes. Shown by J. H. and B. F. Allen, Toronto.

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—made from Egyptian yarns with special soft velour finish. Suitable for dresses, coats and skirts, and the fashionable coat-frocks. In plain white in various size cords, also white grounds with Sky, Butcher, Pink, Helio, Brown, Grey or Black, in fine, medium and bold cords. *40 inches wide.*

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—A smart washing dress fabric made from Egyptian yarn, with fine cord running through. In forty designs—self-white in various size cords, also white and self-coloured grounds in various size stripes and checks, in Sky, Butcher, Pink or Black. *31 ins. wide.*

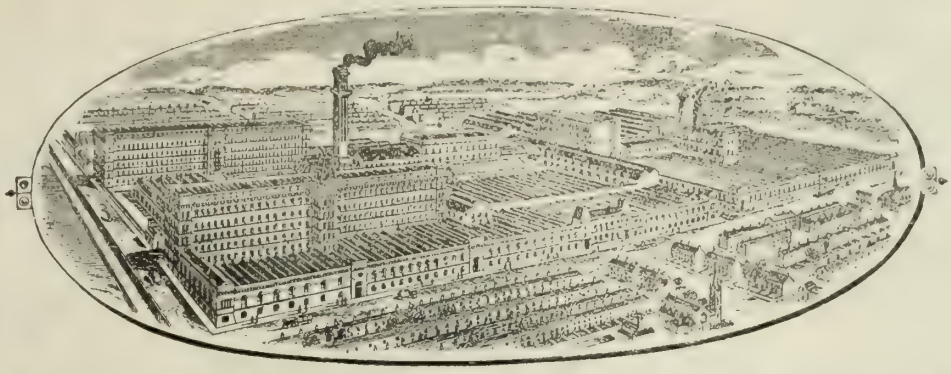
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Our wide-spread advertising scheme is intended to create a demand in all the Retail Warehouses for our goods, and its influence will certainly be felt in your Dress & Silk Departments.

The "Lista" Washing Silk has a style of its own, and embraces many exclusive designs, and will meet the requirements of your most discriminating customers, while the quality may be relied upon to give satisfaction to all who wear it.

Needless to say, these fabrics are entirely British in every way, and will bring credit to your house.

One of the most satisfactory Cloths is our "Crepe Anglais," having the effect of a heavy Crêpe-de-Chine, but being composed of three-quarters Silk and the remainder Wool.

We supply only through Home Shippers, Wholesalers and Makers-up, but the above goods are now so well known that you will have no difficulty in procuring them.

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Yours faithfully,

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The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

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Fine plain color voiles in all the newest shades

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32 in. Fine Madras
Fine White Goods
32 in. Ginghams

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Our offerings in staple fabrics will be found even more complete than in past seasons and the same standard of merchandise. The line of novelties is superior both in range and attractiveness.

See our lines and consider the advantages and protection we afford you before placing your Fall business.

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The Largest Dress Goods Operators Selling Direct to Retail Merchants

La Porte Indiana

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BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

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KNITTED GOODS

BRIGHT COLORS ?

Prominent Buyer Believes Better Class Trade Will Turn to White and More Delicate Shades From Brilliant Hues—Stripes Off.

THE larger retail stores report a remarkably active season already in swing in all kinds of sweaters. Earlier in the season the bright colors attracted much attention and they were made and stocked up in great numbers. Then manufacturers seized upon the color bait and made up cheaper lines in brilliant hues. The result which one department manager sees is that since so many people have already bought, the bright shades will be seen all Summer, but demand will arise from the better trade for something less striking and less in evidence. This may necessitate a selling off of the good stock of high colors at considerable reductions.

White and Cream Silk Coats

Already this department finds white and cream silk models meeting with favor. These in some cases have touches of color in fancy borders. One smart white model had Roman stripes around the reversible collar, the cuffs, on the triangular side pockets, and the neat little triangular breast pocket, which latter is a novel feature.

"Silk" sweaters in pastel shades knit in fancy patterns, are well liked. One at Fairweather's in sky blue is very dainty; has knitted buttons and pockets suggestive of a pleated hand bag. It is priced at $30. Black collar, cuffs, and girdle, or belt, on pastel colors are good, especially if fancily knit. Rose, blues, tans, chartreuse, moss, leather, and black and white, are all popular colors. These are all in stronger demand in solid colors for the body of the garment than in stripes, which were worn so much last Summer.

Belts Rather Than Sashes

There is some tendency, too, towards a preference for belts rather than sashes, though both are shown in great numbers. Montreal, however, is displaying a number of fancy stripe sweater coats, but the collar and cuffs are embroidered.

A feature of the wool sweaters in both hand-knit and Angora wool styles is the slip-over sweater as described in last month's DRY GOODS REVIEW. Newest models, quite unlike the original slip-over sweater, are made on middy patterns. In fact they are being called "wool middies."

HOSIERY

Highly Colored Silks Selling Well For Summer—Bird Patterns—British Output About 50% —Prices Are Firm

THE buyer of hosiery, gloves, and underwear for one of the large Canadian department stores has recently returned from a trip to Europe. As to knitted goods he reports that mills are turning out about 50 per cent. of their normal output. This may be considered as fairly satisfactory considering the Government requisition of the wool and the difficulties of manufacture which have been enumerated in these columns previously.

Prices are quite firm throughout at higher than last Fall's, and fine goods may be termed plentiful if one does not object to paying the prices asked. Any shortage of English goods on this side of the water is not because mills have not made up the orders they took nor because of lack of tonnage.

Scarcity of Freight Handlers

"The ship in which I returned home carried only half a cargo," said this buyer. "The reason is that in England shipping men are simply not to be had. Goods of all kinds are piled up ready to be shipped, but there are no men to handle them."

Orders for fine grades of underwear are being filled pretty well on time at the mills and the quality is excellent.

In hosiery, good black cashmeres and some white, tan, and grey, constitute the Fall lines. Almost no novelties are to be had since mills are kept busy on staple lines.

Highly Colored Summer Hosiery

For the Summer trade highly colored American goods in silk, cotton and lisle are in big demand. All the novelties that are to be had sell readily. Just now, one wholesaler finds that there is a bigger demand for white than black for Summer wear; also that better qualities at higher prices than last year are disposed of more rapidly than cheap goods.

"There are none of the old good silk hose at $1. Good quality this year is $1.50 and $2."

Bird Patterns on Silk Hose

In silk Summer novelties many varieties of circular and vertical stripes are shown and a number of bird patterns. One of the newest in the latter type departs from the flying bird idea and depicts a conventional pre-historic looking bird pattern; the birds appear to be "standing pat" and each is a different color.

A novelty shown at Stitt's has a pattern suggesting a colored ribbon laced around the ankle and half way up to the knee, with a bow-knot in front.

INCREASING SPACE FOR SUMMER LINES

Murray-Kay's Enlarge Department for Knitted Sports Lines in Silk and Wool—Bathing Suits in Bright Colors

MERCHANTS who had a very respectable season last year in sports knitted coats for Summer, both in silk and wool, are preparing for an increase during the approaching season. The sports idea seems to be in the air, and the silk coats, both in solid colors and in trimmed contrast effects, are of such an attractive nature as to fit in with this feeling. As has been stated before, the woolen coats have also adopted certain of the smart characteristics of the silk lines, and these, too, in lightweight, will be pushed for Summer selling.

Already preparations are under way for devoting larger space and better display arrangements for these lines.

A Prominent Location

At Murray-Kay's, in Toronto, the half-circle formerly devoted to knitted goods, has become much too small for the increasing business. This department has now been given the most prominent location in the store, apart from the main floor entrance sections. It occupies the whole front centre aisle of the first raised floor—the section formerly allotted to dress goods and silks. The southeast section of the same floor provides better light for examining black dress goods, hence the dress goods have been moved there.

A prominent place in the knitted goods department is given this year also to knitted bathing suits. Murray-Kay's find demand for these almost wholly replacing that for cloth suits, hence bathing caps and shoes are kept with them. The knitted bathing suits are shown in all-cotton, called cotton jersey, at $3.50 up to almost any price, in fine all-wool. They are also to be had in the fibre silk, of which nearly all the "silk" sweaters are made now.

High Colors in Bathing Suits

While black and white, navy and white, and some other colors, are being sold already, the high colors are said to be coming, in all the sweater coat shades.

Long Grey Coat for Fall

Orders for next Fall's goods have practically all been placed. One novelty that is on the way is very long; it is a full seven-eights coat length, greyish blue in color, has extremely large buttons and may fasten up high around the neck; the material is finely knitted wool. One firm predicts a slight falling off of demand for brushed wool goods for next winter. Greys are to have as big a place as any of the colors.



The Newest in Sweaters

This is a wool hand-knit effect which slips on over the head—a hood attached does the same thing when it does not fall back like a shawl collar. The deep ribbed band with straight cuffs to match help to mark this sweater as something new.

PROMOTION FOR PTE. ROY GRAY

Lieut. Roy Gray, son of James Gray, of Gray's, Limited, London, recently received his commission. He went overseas as a private in the 18th Battalion.

AGAINST EARLY CLOSING IN WALKERVILLE

The Walkerville Council has passed a by-law enabling retailers in dry goods, and other merchants, to keep open in the evenings. The dry goods trade were unanimous in their appeal for this by-law, while 50 per cent. of other trades favored it.

NEW SWIFT CURRENT STORE

O'Sullivan Bros., of Swift Current, Sask., are moving their store of ladies' wearing apparel and men's clothing to premises in the Healy-Booker block, where they are opening one of the finest stores of its kind in Western Canada.

PERSONALS

R. W. Neilson, dry goods, Keewatin, Ont., has moved to Kenora.

Primeau & Co., of Cornwall, Ont., has been succeeded by M. Cohen.

The New York Dry Goods Supply Company, of Toronto, has discontinued business.

The St. Lawrence Cap & Hat Co., Montreal, are succeeded by the St. Lawrence Cap & Hat Mfg. Co.

A Superior Line of Scotch Knit Gloves



STYLE 1091

Leather-bound Cuff with Dome. Men's sizes in Heather, Oxford and Khaki.

$8.00 per dozen.



STYLE 1090

Plain Knit Cuff. Men's sizes in Heather, Oxford and Khaki.

$7.00 per dozen.

that excel in points of workmanship and finish. Beautiful, soft finish is obtained by special new process. Send us your order now for Fall, 1917, delivery.

AVON HOISERY, Limited

STRATFORD, CANADA

Selling Agents: RICHARD L BAKER & COMPANY

100 Wellington Street West, Toronto

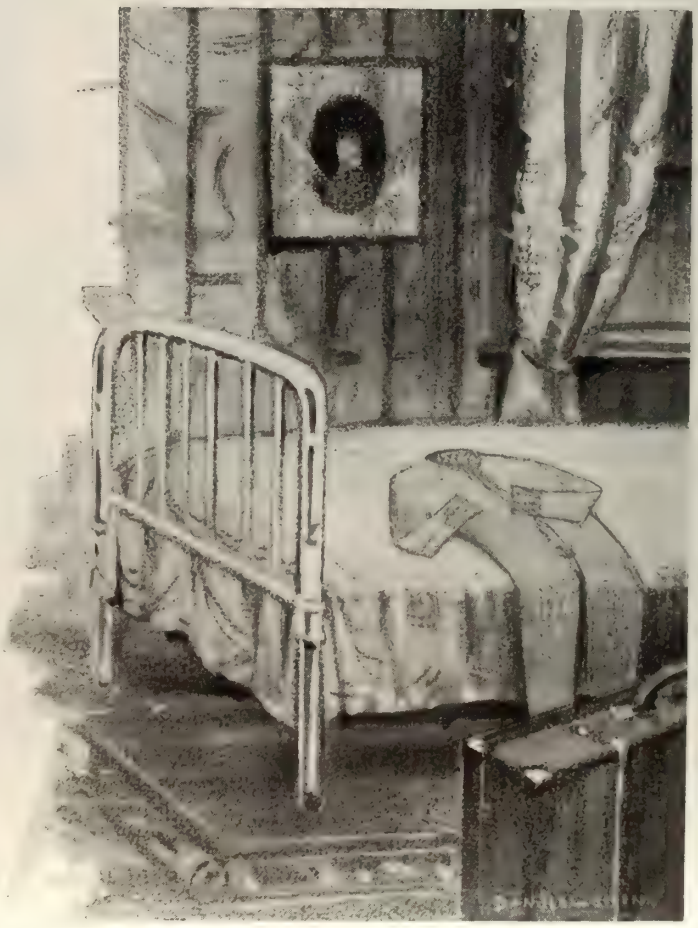
The day begins in comfort

with the man who wears *Imperial* Underwear. The dealer who is serving *Imperial* Underwear has the good-will of his customers each day.

These five "extra value features" make the difference between *Imperial* Underwear and ordinary brands:

Lap-Seam Shoulders, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch and Improved Knit Cuffs and Anklets.

These features, added to the good quality and careful finish, make selling easy.



Kingston Hosiery Co.

Kingston, Ontario

Two Reliable Brands of Men's Hosiery

"Marathon" and "Pedestrian"

Like the other brands in the Sunshine Hosiery line, "Marathon" and "Pedestrian" have gained an enviable position in the estimation of the people of Canada. There is, therefore, a good demand for these brands, with the result that dealers all over Canada are making big profits. Are you one of these progessive merchants? Are you benefiting by the public's appreciation of these two brands? You can. Write us for particulars.

"Marathon" and "Pedestrian" Hosiery

Marathon—A low priced half hose for men. A high quality, serviceable hose. Three-ply heels and toes. Save darning. Pedestrian—An extra good quality half hose. Made of two-ply soft lisle yarn.

Both these brands are in black, tan and popular colors. Sold in 1 dozen boxes.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED



Serve well and you will profit most

Peerless REGISTERED underwear

Made in Canada

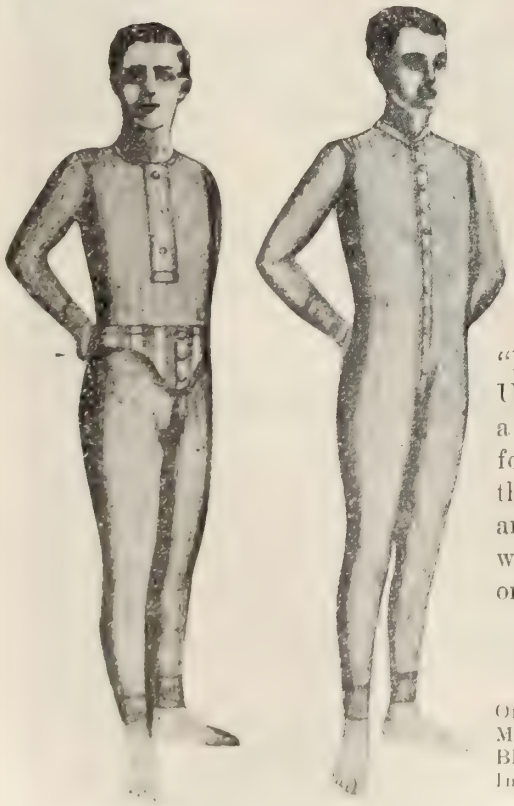
Women like a change, but after experimenting with other brands they invariably come back to Peerless, the brand that satisfies them most.

Feature this brand if your sales are not up to top-notch.

See Our 1917 Samples

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. MacKay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 139 Albert St., Winnipeg; Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
Hamilton, Canada.



"MAPLE LEAF" UNDERWEAR

A Splendid Live Seller

"Maple Leaf" High Grade Men's Underwear has the qualities that make a splendid selling line. Dealers looking for a brand that will bring them steady underwear sales and permanent customers will find this Brand a good one to specialize on.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

GIVE IT A TRIAL

Order Maple Leaf Brand through Messrs. Woods & Howard, Coristine Bldg., Montreal; or R. W. Waterhouse, Ingersoll.

Thos. Waterhouse & Co., Limited - Ingersoll, Ont.



THE greatest factor to success in retailing is dependable merchandise. Your customers' interests are first. The satisfaction they receive from the goods you sell determines whether or not they are regular patrons of your store. It is well to remember that the SERVICE an article gives creates impressions that remain long after the price is forgotten. In these days, when manufacturers are tempted to indulge in a "shaving-off process," to keep down the price, it becomes the first duty of the retailer to be certain that the merchandise he passes on to his customers possesses quality sufficient for their needs.

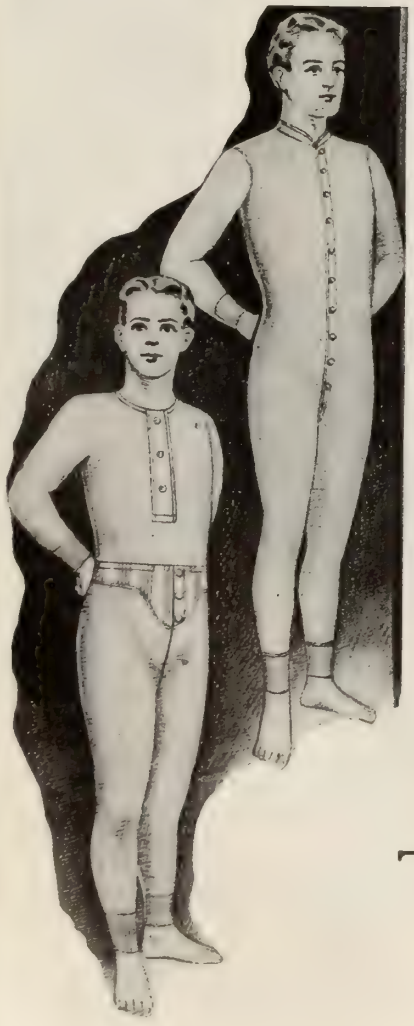
In "MONARCH-KNIT" Hosiery, QUALITY comes first. We, too, are building for the future. We manufacture complete lines of Hosiery for Men, Women and Children, in silks, lisle, mercerized, cotton and cashmere.

THE MONARCH KNITTING CO., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.
Also Hand Knitting Yarn, suitable for knitting soldiers' sox, etc.



Scotch Knit Heavy Wool Rib and Fine Elastic Combinations



St. George Unshrinkable Underwear for men has features that make selling easier and customers more satisfied.

These are the features; apart from extra careful workmanship and yarns that are the best procurable, we have added further strength by reinforcing the parts that get the brunt of the wear. The latest closed crotch has also been embodied giving added assurance of snug Fit and Comfort.

Our old, reliable two-piece suit is still in popular demand. This and our Scotch Knit Combinations give you a line that will pull your sales out of a rut.

The Schofield Woolen Co.

LIMITED

Oshawa, Ontario

WE DISTRIBUTE EXCLUSIVELY THROUGH

52 KNIT GOODS MILLS

From these 52 mills, we are prepared to meet any demand for any grade, style and weight of underwear or sweater coats, suitable for any climate, in any part of the world, at prices sure to satisfy.

WE SELL TO JOBBERS AND MANUFACTURERS ONLY

Flat and ribbed wool, worsted and cotton underwear in shirts, drawers, vests, pants and union suits for men, women and children.

Nainsook underwear—Complete line of union suits, shirts and drawers for men, boys and children.

Complete line of Sweater Coats, Bathing Suits, Jerseys, Scarfs, Caps, Skirts. Angora Sets in cotton, wool, worsted and silk for men, women and children.

We have a special department for the care of Canadian Trade. Our long experience enables us to render you efficient service, and we solicit a call at our New York office.

CLIFT & GOODRICH

ESTABLISHED 1891

TORONTO: 31 Melinda Street. R. R. DAVIS
80-82 LEONARD STREET NEW YORK

CHICAGO, BOSTON, PHILADELPHIA, and 83 BASINGHALL STREET, LONDON, E.C. ENGLAND

ATLANTIC

Guaranteed
Absolutely
Unshrinkable

A Garment That is all Goodness

Atlantic Underwear sells with little effort—just let your customer feel the garment—the marvellous softness and cosiness of the wool will win instant recognition—tell your customer that this wool is the famous sea-breeze-toughened Nova Scotia Wool that commands the world's markets.

Unsurpassed Quality of Wool, Masterful Workmanship and Comfortable Fit make "Atlantic" an underwear that is all goodness.

Ask Your Jobber for 1917 *Samples.*

ATLANTIC UNDERWEAR, LIMITED

MONCTON, N.B.

Circle-Bar Hosiery Merit your approval.

CIRCLE BAR Registered

HOSIERY

CIRCLE-BAR HOSIERY

"There is a lot of good hosiery made in Canada"

and The Circle-Bar Knitting Co., Limited, with its experienced organization, modern equipment, buildings put up especially for the manufacture of Hosiery, are now making a line of stockings for men, women and children second to none, and have an ambition to make *"Circle-Bar"* pre-eminent in the hosiery world.

Circle-Bar hosiery wear a little longer than expected—are knit to fit without wrinkling—hold their color, sell quickly, give the merchant a good profit. "Wear them yourself, then you will feel like recommending them to your customers."

The Circle-Bar Knitting Co., Limited

Kincardine Ontario

The Standard LITTLE COMFORT ABC TRADE MARK HOSE *for Good Qualities*

ABC HOSIERY

Cashmere Hose for Infants, Men, Women and Children

A feature that distinguishes ABC Hosiery, in addition to its outstanding quality, is the **Trade Mark on Every Pair.** The satisfaction that this hose gives induces wearers to look for this mark on their future purchases.

See the attractive appearance and noticeable quality of ABC Hosiery with the trade mark on every pair.

Selling Agents:

R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario

"Craftana"

Registered No. 262,00



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable
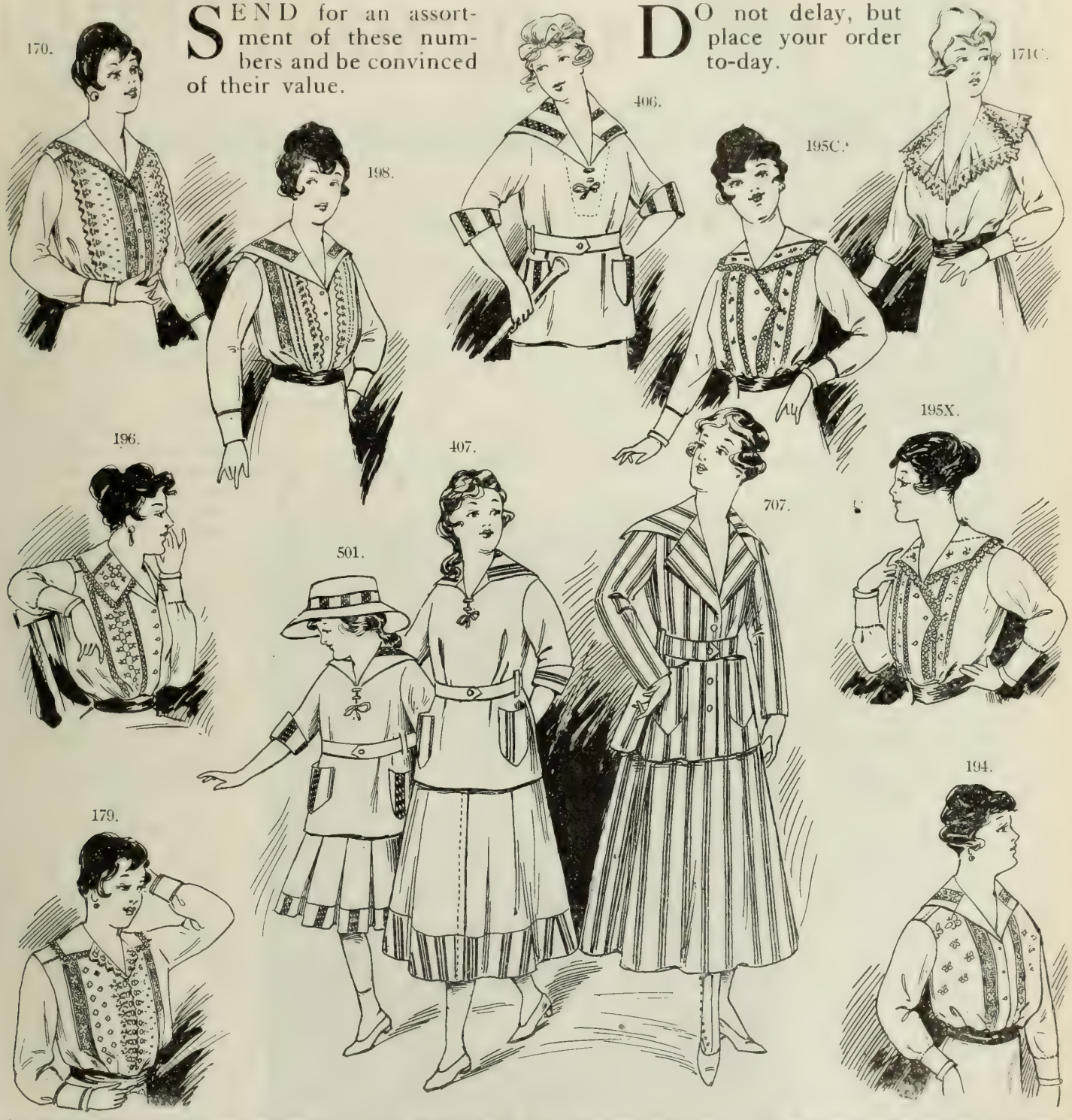
THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

A PAGE FULL OF VALUES

SEND for an assortment of these numbers and be convinced of their value.

DO not delay, but place your order to-day.



No. 198—A beautiful white voile waist, with panel of embroidery inserted with lace down front. Large collar with lace insertion. Long sleeves. Price $9.00 doz.

No. 171c—Voile waist, with colored trimmings of embroidery in jabot and collar. Looks very pretty. Colors, rose, black, white, blue copenhagen. Price $9.00.

No. 195c—Another pretty waist with insertions of colored embroidery and lace. Comes in same assortment of colors, as 171c. Price $9.00 dozen.

No. 194—Voile Waist with allover front of embroidery with lace insertions, large square collar with lace insertion, a good seller. Price $9.00.

No. 170—Voile Waist, lace. Embroidery front, nice shaped large collar, trimmed with beautiful lace. A very good value at $9.00 dozen.

No. 179—Voile waist with embroidered front and lace insertion. Nice large collar, long sleeves. A real value at $9.00 per dozen.

No. 407—White duck middy suit. Trimmed with stripes, or checks, as wanted. Can also be made in all white. A wonderful seller. Price $27.00 dozen. Sizes 11 to 20 years.

No. 406—A real value in this middy made with superior jean. Trimmed with checks or stripes in assorted colors. Can also be made all white. Sizes 32 to 42. Price $9.00 dozen.

No. 707 A very popular sport suit of novelty shantung. Comes in colors of green, cadet and blue. Something you will need. Delivery 1st June. Price $3.50 suit.

No. 195x -A pretty voile waist made same style as 195c. Nice flowered embroidery with lace. Large collar. Long sleeves. Price $9.00.

No. 196—A very pretty waist with panels of embroidery and insertion. Collar trimmed with embroidery and lace. Price $9.00 dozen.

No. 501—Child's middy suit of good quality jean. Pleated skirt, underbody of good quality. White cotton. Collar, pocket, sleeves and skirt trimmed with fancy check pattern. Can be made in all white. Price $27.00 dozen. Age 4 to 10 years.

Manufactured by

D. H. CUMMINGS, 1187 Mount Royal Ave. E., MONTREAL

FUR DEPARTMENT

HIGH FALL PRICES WILL BRING SUBSTITUTES

Lynx is Likely to Replace Fox to Some Extent, and Beaver Raccoon Skin — Fox and Wolf Fur Sets—Less Flare in Coats.

BEYOND question of doubt furs are going to cost more this Fall. They are costing more now, and Summer furs are quite in demand since the taste of Dame Fashion has inclined towards their use. Reasons for the higher cost of furs are akin to the reasons adduced for the general high cost of living. It is costing more to get them. They are not as plentiful in certain varieties as could be desired. Labor for the preparation of furs is costing more. Dyeing and dressing processes are more expensive. Trimmings are more costly. From fifteen to twenty-five per cent., at least. run the advances on various lines of furs in usual demand.

But the advances in the raw furs are greater. Raccoon is a fur which has reached, for the present season, almost prohibitive prices. To place the advance at 75 per cent. over the range of last season's prices would not be considered an over-estimate by furriers this Fall. Coon coats will not be as extensively made this season.

Fox is Very High

Fox furs, especially the first-rate varieties, have also reached tremendously tall prices this season. Estimates of experts place the advance in these at about a hundred per cent. So expensive will real fox furs be this Fall that other furs will probably be found usurping their place in demand.

Lynx Will Be Favored

In all probability and according to very strong indications at present, lynx will be largely used to replace the more costly fox furs for which demand must almost inevitably diminish. Lynx furs will come in very good range, and fine designs, and the market will miss fox the less accordingly, in the list of lighter priced lines. But even lynx furs will be fairly costly

Back to Beaver

A fur which will be found in as splendid range, and in as fine qualities as ever, and not seriously affected by the advancing tendency of the Fall prices is Canada's best known and emblematic fur—beaver. Beaver will be used to replace raccoon skin for men's coats, and will come in for good demand in all other lines in which it is used. This will be advantageous for the consumer, as beaver is a splendid fur, producing invariably a most satisfactory article of merchandise.

Kolinski May Have Vogue

The Russian fur Kolinski is attracting at-

Summer Furs Fashionable



In New York about every third woman at a fashionable tea wears a wrap or scarf of ermine. The set shown here has the tails used as fringe; often they are arranged in artistic motifs. Courtesy of Revillon Freres, New York.

tention, and may have an interesting vogue for the Fall, though Dame Fashion is hardly yet fully decided as to Kolinski.

Hudson's Seal Still Reigns

Hudson's Seal will not be easily overthrown from its place in the favor of the fair sex as far as the coming Fall is concerned. Persian Lamb is putting up a big bid for position, and may through its very scarcity succeed in sharing a corner of the throne of Hudson's seal. The quantity of Persian lamb obtainable is, however, not the finest. Only the heavier skins are reaching us. But the beautiful glossy black Hudson's will probably hold its own.

Length of the coats showing in Hudson's seal for the Fall is suited to the tendency in skirt styles, possibly even a little shorter than last season. The skirts of the coats will not flare quite as much as was the vogue of last Fall, but this must not be taken as meaning a reversion to the tight coat. Straight lines, free and easy flowing swing to the coat will be the rule as present indications go. There will not be so much trimming of the lower edges in the form of borders around skirts, and belts will be found making their appearance very attractively. Large collars in contrasting furs will be very modish, it is believed, for this Fall.

Fox and Wolf Neck Pieces

Neck-pieces in fox and wolf will have an important position for Fall business in furs, and the cosy reversible collar styles will be strongly in favor in these and other furs. Animal scarfs of one skin are expected to be stronger than ever for misses.

Muffs in Melon Style

Round and melon style muffs will, without doubt, be the choice of Fashion's fancy in these lines for this Fall. Muffs will have clever pocket devices, and ornamental but still serviceable sack or bag appendages. The pillow style is not going to be abolished, however. It will still be the steady seller as of old, but not in any exaggerated designs.

Summer Furs Popular

Undoubtedly Summer furs in becoming styles of neckwear for beach breezy days, automobiling, etc., will have great vogue. White fox, Cross fox, Red fox, and also ermine will be used largely for these, and as well as neckpieces, small capes will be worn.

ADVANCES OF 15 PER CENT. IN NEW YORK

Prices Increased on Most Lines as Compared With January

NEW YORK, April.—An average advance of 15 per cent. over the January figures was realized at the fifth public sale of the New York Fur Auction Sales Corporation at the end of March. Among the chief advances were, white fox, 35 per cent.; silver fox, 20; marten, 30; ermine, 15; Australian and opossum, 25.

Prices remained the same on wolverine, grey fox, nutria, bear, muskrat, mink, badger, wolf, southwestern and American opossum.

Among the advances were: Fisher, 20 per cent.; north, 15; south, 25; blue fox, 20; cross fox, 25; red fox, 10; beaver, 10; lynx, 10; leopard, 10; squirrel, 15; wolf northern, 10. The sales realized $2,000,000.

KEEN BID FOR AUSTRALIAN OPOSSUM

LEADING manufacturers were keen bidders for Australian opossum at the late New York fur auction, resulting in the advance of prices twenty-five per cent. over January quotations. The competition to get some of these skins was due to the demand for them as summer furs, and to the fact that the Commonwealth Government has put a two-year prohibition on the killing of opossum.



"Uh-uh, Sis, it's a regular Fur tree."
—Courtesy of the New York World.

THE ST. LOUIS SALE

Heavy List of Offerings For April 18 and Following Days—Over 1,000,000 Muskrats

HEREWITH is a list of offerings for Funsten Bros. & Co.'s public auction fur sale, which takes place April 18 and days following. On account of requests from so many buyers for more time to examine goods, the sale will start on Wednesday, the 18th, instead of the 16th. These furs will be sold to the highest bidder:

1,100,000 muskrat (including 5,000 black and 160,000 southern), 44,000 seal dyed muskrat, 4,000 seal dyed muskrat plates, 156,000 skunk, 250,000 opossum, 114,000 raccoon, 60,000 mink, 13,500 red fox, 5,000 red fox (Jara gon) dressed, 1,800 cross fox, 100 white fox, 850 blue fox, 800 silver fox, 6,500 grey fox, 600 swift fox, 1,300 kitt fox, 1,000 Chilean fox, 3,500 Argentine fox, 6,500 Australian fox, 21,500 house cat, 12,000 Civet cat, 3,000 ring tail cats, 9,000 lynx cats, 7,000 wild cats, 3,300 leopard cats, 320 leopards, 56 tigers, 21,000 lynx, 5,000 otter, 9,500 beaver, 40,000 wolf, 5,500 marten, 2,500 fisher, 12,000 badger 1,050 bear, 37 musk ox, 2,100 Chinchilla, 400 Russian sable, 26,200 Australian opossum, 60,000 ermine, 62,000 nutria, 47,500 Russian squirrels, 20,000 Russian squirrel backs, 25,000 moles, 110 wolverine, 1,000 fitch, 26,000 marmots, 12,000 white coney crosses, 212,000 white coneys, 2,000 caracul, 73,000 China mink, 800 China fox, 4,300 China civet, 28,000 China Pahmi, 20,000 China dog mats, 4,000 Japanese mink, 14,000 Japanese fox, 8,000 goats; dressed and dyed furs and sundries.

For account of the United States Government.—1,500 Alaska fur seals, dressed, dyed and machined.

For account of the Japanese Government.—1,553 Japanese fur seals, raw; 123 dressed fur seals (Copper Islands), for account of other shippers; 180 Australian fur seals, raw, for account of other shippers; 200 hair seals, dressed, for account of other shippers.

Funsten Bros. & Co.

PUBLIC AUCTION FUR SALES
St. Louis, U. S. A.

will offer for sale, by auction, at the Funsten Fur Exchange, St, Louis, Mo.

APRIL 18th, 1917

and days following, the following furs, viz:

1,100,000	Muskrat { Including 5,000 Black and 160,000 Southern.	
44,000	Seal Dyed Muskrat	
4,000	Seal Dyed Muskrat Plates	
156,000	Skunk	
250,000	Opossum	
114,000	Raccoon	
60,000	Mink	
13,500	Red Fox	
5,000	Red Fox (Jaragon) Dressed	
1,800	Cross Fox	
100	White Fox	
850	Blue Fox	
800	Silver Fox	
6,500	Grey Fox	
600	Swift Fox	
1,300	Kitt Fox	
1,000	Chilean Fox	
3,500	Argentine Fox	
6,500	Australian Fox	
21,500	House Cat	
12,000	Civet Cat	
3,000	Ring Tail Cats	
9,000	Lynx Cats	
7,000	Wild Cats	
3,300	Leopard Cats	
320	Leopards	
56	Tigers	
21,000	Lynx	
5,000	Otter	
9,500	Beaver	
40,000	Wolf	
5,500	Marten	
2,500	Fisher	
12,000	Badger	
1,050	Bear	
37	Musk Ox	
2,100	Chinchilla	
400	Russian Sable	
26,200	Australian Opossum	
60,000	Ermine	
62,000	Nutria	
47,500	Russian Squirrels	
20,000	Russian Squirrel Backs	
25,000	Moles	
100	Wolverine	
1,000	Fitch	
26,000	Marmots	
12,000	White Coney Crosses	
212,000	White Coneys	
2,000	Caracul	
73,000	China Mink	
800	China Fox	
4,300	China Civet	
28,000	China Pahmi	
20,000	China Dog Mats	
4,000	Japanese Mink	
14,000	Japanese Fox	
8,000	Goats	
	Dressed and Dyed Furs and Sundries	

For account of the **UNITED STATES GOVERNMENT**:
1,500 Alaska Fur Seals, Dressed, Dyed and Machined.
For account of the **JAPANESE GOVERNMENT**:
1,553 Japanese Fur Seals, Raw.
123 Dressed Fur Seals (Copper Islands) for account of other shippers.
180 Australian Fur Seals, Raw. " " " " "
200 Hair Seals, Dressed. " " " " "

Show Days Commence Monday, April 9th, at their warerooms

Cor. First and Olive Sts., St. Louis. Buyers allowed 1% discount Prompt Day, May 7th, 1917



.. 1917 .. FURS

The Mark of Quality

ESTABLISHED IN

1852

OUR complete range of 1917 Furs is now ready for your inspection, and worthy of your inspection, because it represents the utmost care and skill in design, and the workmanship combines all the ingenuity of experts of the highest standing.

Our skins and materials are all the best procurable; and the resulting creations are unprecedented beauty and attractiveness.

Please afford us an opportunity to show you this range, now in the hands of our travellers.

MOOSE HEAD BRAND

L. Gnaedinger, Son & Company

90, 92, 94 ST. PETER STREET, MONTREAL

FANCY GOODS
NOTIONS & TOYS

NEW TOY LINES

Look Like Coffee Rolls and Chelsea Buns, But Squeak—New Flossie Fisher "Funnies" —Jap Dishes

SCORES and scores of small articles are pouring in from Japan. Celluloid and tin things are in the lead so far as numbers are concerned, and even the tiniest of them are painted in brilliant colors. Little dolls, soldiers, funny men's heads, milk-maids, animals, automobiles, all no higher than an inch or two are jointed, hinged and painted.

Then there is another inviting confection. Of course they are not **real** cream puffs, coffee rolls and Chelsea buns. You find that out when you squeeze them, for they squeak. They look like the real things but are made of cotton batting beautifully "baked." The Japanese seem to put a squeak in wherever there is room. A little six-inch barrel—painted, of course—makes "music" as it rolls along the floor.

A noticeable improvement commends the Japanese toy dishes. The quality is fine, the decorating good, the size practical and the price quite as low as that asked for German goods before the war. Altogether wholesalers are agreed that these china dishes are better than any of Germany's best which we used to get and there is every reason to believe that the Japanese will have no difficulty in holding that line for their market.

Dolls continue to be of supreme interest to toy makers. Sleeping dolls with glass eyes are to be had but so far the movement of the eyes is not as free as is desired. There is no doubt, however, that the scheme will be perfected as compared with German goods, before very long. The credit for the best models so far remains pretty well with Canada.

Attractive dolls based on "Flossie Fisher's Funnies" are the newest line for the next season's trade. They are neatly garbed in cotton frocks which have black and white borders of the famous "Funnies."



Fashions in Leather Bags

Lower left: Envelope bag of pin seal with beads embroidered moiré flap. There are four spacious compartments. Upped left: Pouch-shaped pin seal model, with twin purses attached to each other and to the inside frame by a thin chain. The neat silver mounting is also attractive. Right: Silk faille with seal skirt and long tassel so important a feature this season; inside is a bell-shaped mirror.

BUTTONS

These as Trimmings, Extend to Hose and Bags—Carved Pearl With Cut Edges—Very Large Ones For Skirts and Coats

BUTTONS are very much to the fore for the present and coming seasons in the capacities of both use and ornamentation. A sailor sports hat of raw silk was covered in polka dot effect with silk covered buttons all of different shades. Everything for the Beach is to be had with button trimmings—caps, suits, and even hose, have many buttons. In the latter case they are for the purpose of imitating a buttoned shoe. White and colored stitching suggest the shoe top and button-holes. Fancy bags, too, whose styles are legion, have turned down or turned-up corners secured with a novelty silk-covered button and among the beadwork on them, tiny buttons are to be found.

A flesh-colored Georgette blouse had double rows of ¼-inch smoked pearl buttons placed as closely together as possible, on the deep cuffs and on the collar diagonally from neck to corners. Dark shades of silk gowns are brightened by rows of large, flat, or ball-shaped metal filigree buttons, and pastel shaded costumes have large pearl buttons tinted to match. Sheer blouses may have very large or very tiny buttons, both plain and fancy.

Carved pearl buttons are being used for trimming also. The newest styles have cut edges rather than the fancy carving on top, which was popular a generation ago. One of the new styles has a "wall of Troy" edge.

Very large buttons up to 80 lignes size, are being shown for coats and skirts, and these will very probably be used on Fall garments also. Black and white ivory are selling well for Fall, in 21 size. Bright shades are selling well for Spring and Summer wear and quiet shades for Fall. Oval-shaped celluloid in iridescent colors of black, navy, green, and brown, are good also.

The indications are that metallic buttons, even for trimming, will not be so popular next Fall as they have been for the past couple of seasons. Ivory and pearl are the leaders.

Notions and Novelties of All Kinds

NOVELTY SCISSORS HOLDER

THREE WOODEN OWLS painted black, have their feet fastened to a standard. To each pair of feet is attached a piece of wood to form a pocket for a pair of scissors whose round handles form spectacle rims around the white eyes with their black centres. The centre owl is the largest and so has the largest scissors.

NEW HAIR CLASP FOR GIRLS

LAST year a brass clasp for hair and bow of ribbon came out. This year a similar article in tortoise-shell celluloid is to be had. The ribbon need not be tied at all—merely folded and slipped into the top part of the clasp, where it is secured. This top clasp slips into an opening in the under part, which holds the braid and will not come out without the pressure of the thumb and finger.

NOVELTY SPORTS BAGS

THERE are some new popular-priced sports bags "just out." They are shown in hand-bag and in strap-handle purse styles. Bright colors and far-Eastern patterns are features. One material used is silk poplin in mustard, chartreuse, or grey ground, with many little Chinese lanterns, pagodas, and the ominous black-bird in the design. Khaki kool in wide contrasting stripes of two or three tones, is also shown.

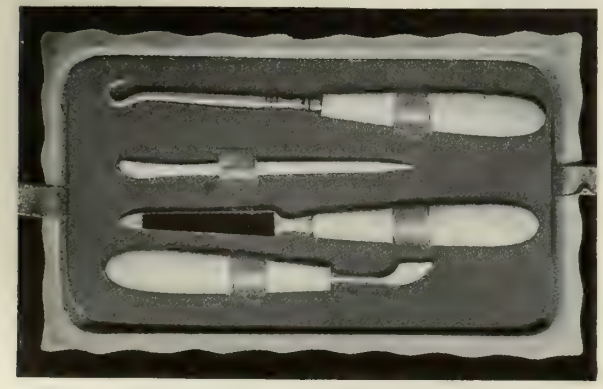
Bags combined of satin and straw to match the sports hat are new across the line. They have the draw strings and bottom part of straw and the top part of satin. The color combinations are cadet blue with grey straw, navy blue with tan straw, and green with red straw.

FASTENERS

MANY and varied are the offerings of costume fasteners in both snap and hook-and-eye styles. Besides the flat snap fasteners and the brass-spring fasteners and other well-known types, there are a couple of new makes of "spring fasteners." One is on the principle of a wire made into four loops resembling two eyes back to back between which the knob of the lower part snaps. Much less metal is required for this snap than the usual style. One other advantage claimed for this is that the lower part is sewed in only two places. There is another, more like the original spring style, but in the newer one the spring requires less brass, being just one large "U" shape through which the snap fits, instead of the "S" shape on either side of the snap.

A new "flat" hook-and-eye seems to be meeting with some success. The hook is a "W" shape and flat, with the tongue rounded slightly upward, so that it will not catch the cloth in fastening, and is claimed to hold well. Being flat, it is easily ironed.

A double tape is to be had also, with buttonholes woven into it; it may easily be sewn into the blouse or dress and the buttonholes are all ready for use.



New Line In Ivory

Four-piece manicure set on a velvet pad in an ivory tray. The pad lifts out easily by the velvet loops at either end. Shown by Samstag & Hilder Bros., New York.



Novelty Sports Bag

One of the latest models of the Julian Leather Goods Co. It is made of mustard colored poplin with Oriental design.

THREE-PRONGED HAIR PIN

A NEW "non-skid" hair pin has three prongs of equal length. It is claimed for the middle one that it eliminates all possibility of the hair-pin falling out.

NEW HAIR WAVER

A NEW "ventilated" hair waver was demonstrated in a department store a few days ago. The small rod around which the strands of hair are wound, is hollow and perforated, and has no hook on the end, so that when unfastened the hair slips off easily without catching.

ART NEEDLEWORK

Lingerie and Instruction Books Are Among The Leading Sellers—Brown Grounds Leading —Wearable Articles

"WE have thousands of books on the way, and customers asking for them every half hour, but the freight congestion seems to find little relief," said one art needlework wholesaler who does a big business in instruction books and threads. Just as he spoke an expressman appeared with the news of the arrival of a few dozen. Every little delivery is highly pleasing, of course.

So far as centre-pieces and cushions go, brown grounds are selling in greater numbers than light or white, and while every shade and kind of thread is used, novel little touches of gold thread brighten up many designs. The millinery trade and garment manufacturers have taken up so much gold thread during the past season, however, that supplies are low and prospects far more uncertain. Blouse makers have used up a very large quantity of colored beads and these, too, are difficult to obtain. Those that are available, however, are in an attractive range of colors for fancy blouses, costumes, bags, and also for working in with hand-embroidery on these and boudoir articles.

Wearable Articles Preferred

Trade is reported to have dropped off somewhat in such lines as runners, sofa pillows, and centres, but to be more than made up in wearing-pieces, such as night-gowns, corset covers, combinations, kimonas, children's dresses and babies' things. The general tendency seems to be leaning towards these lines. Towels, too, are a very big item. They sell in all sizes and with little or a great deal of work to be done on them.

One dainty dressing sacque was of canary Japanese crepe silk, bound with satin ribbon to match and embroidered with French dots in floral motifs in canary, black and tan. Another with boudoir cap to match, was of fine white lawn with butterflies embroidered to form slides for two-inch ribbon, which gave a pretty effect. Crocheting continues and tatting is increasing. One of the most attractive new gowns has medallion insets of white crochet, embroidered in place with pale pink thread heavily padded, suggesting apple-blossoms.

Many New Small Articles

A new jewel tray is made of an embroidered doyley and a pair of ribbon-covered hoops with push pins for feet. An electric iron case is a new type of linen bag to be embroidered, of course.

Among other articles, made up and stamped ready for the stitches of deft fingers, are clothes-pin cases, for the tiny pins used by the traveler; week-end cases with wash-cloth inside to match; pique table-cloth and serviette cases; carving-set cases lined with flannelette; a baby-feeder and tray cover of huck; chafing-dish apron of huck; a combination linen work-bag and apron, with 3-inch linen fringe at the bottom and brass eyelet; at the top of the bag part is a draw-cord, so that the apron part may be tucked inside and only the bag is visible.

Then there are darning cases in new designs; a knitting bag of natural linen, which is very attractive when the rose design is worked in brown and gold shades; manicure companions, fitted with powder-puff, soap, mirror, and wash-cloth, round doyley cases, stamped bath mit in a white case. It seems as if everything made of linen, cotton, wool, or silk, must have at least a few fancy stitches put on by hand. Patterns all show a tendency to daintiness and delicacy rather than anything splashy. Touches of high color on white garments grow stronger.

ADVANCE IN FRENCH IVORY

AN INCREASE in the chief raw materials for the making of "French Ivory" took place April 1, which necessitated some increase over last season's prices for the finished goods. Camphor, the chief ingredient, comes from Japan largely, and this, of course, is very high in price because of its requirement for munitions. Tissue paper, too, is an important material used for artificial ivory, and it, too, has advanced tremendously.

A SELF-ADJUSTING VEIL

A VEIL which adjusts itself readily to the face and hair by means of a fine elastic through its border, is said to be excellent for motoring, boating, and general outing wear. It stays in place without pins or tying, and may be worn with a small hat, under a large hat, or without a hat at all.

IDENTIFICATION BANGLE

MADAME HENDRON, of doll-making fame, has brought out a practical novelty to be worn as a doll's wrist ornament. It looks like a wrist watch, but in place of the watch there is a locket containing the name, address and and telephone number of the child. It is made for both boys and girls and may be plain or very ornamental.

Popular Lines



Night gown showing newest combination of crocheting and embroidery. The petals of the crocheted flowers are outlined with pale pink thickly padded; scroll design, too, is in pink. Inset: Child's dress of white pique with new conventional design in Copenhagen and a deeper shade of blue; simple, but effective. Shown by Jennings & Wilson.

ART-CRAFT NOVELTIES

TWINE-HOLDERS, coat hangers, garden markers, and calendars, are new articles in hand-painted wood, to be had in Canada. Besides being much used for displaying small articles in stores, novelties of this art-craft were very successful in the United States last Winter for bridge prizes and gifts.

"CHIN CHIN" SERVING TRAY

IN ACCORDANCE with the vogue for things far-Eastern newest trays have Oriental carving in their frames, with lines of gold; in the centre of the glass-covered, dull-veneered tray part, is a gold floral pattern of Japanese design.

ORIENTAL FEATURES IN GIRDLES

NOVELTY GIRDLES are mostly narrow, and with striking Oriental features. A rose ribbon band inscribed with "Chinese" characters in green and blue and finished with orange rings, retails at Eaton's at 85c, in the millinery department. A cord girdle in old blue with wide flat Chinese tassels sells at $4.00. Then there are antique chains and ribbon and link constructions, carved slide and loops of odd beads to be had.

An idea taken from the Hindu turban has been developed in Paris. The belt consists of round rolls about one and a half inches in diameter, being covered with satin, crossing at intervals and forming the belt. This style, however, is necessarily somewhat bulky.

One novelty which found its idea nearer home is of a brilliant blue suede with the lower edge cut into fringe; bead ornaments emphasize the Indian suggestion. This is also shown on a hat.

At Goodwin's, Montreal, is a "Cleopatra" girdle, jewelled, to be worn around the hips, falling low in front.

While novelty belts and girdles are being talked of strongly in some quarters, the interest in them is considerably greater than in many seasons past, they still constitute only a side line.

FRENCH IVORY

TOILET articles of French ivory seem to be gaining in popularity daily. Makers of it are working hard to keep up with the demand—so hard that they say they have little chance to produce "new things." Already so many articles are offered that from twenty to thirty pieces are required for a "set."

The newest addition to the collection is a cylindrical talcum powder box, firmly made. The bottom screws off and on for filling and a lid fits over the shaker top. A new ivory tray is fitted with a velvet inside tray which has velvet loops for various small articles such as a nail-file, button-hook, etc.

The fact that this ivory may be washed so easily and always looks fresh and new, is a strong influence in its big sales.

DRESSMAKING SCHOOLS FLOURISH

DRESSMAKING schools in Toronto are doing a rushing business these days. For the sum of $1 or $1.25 a day, girls may take their material to these schools, have it cut and fitted, and are shown how to put it together. Many of the instructresses have learned the art in the most exclusive establishments and make frequent trips to New York to study styles. As a result, the opportunities which their schools offer are embraced by women of all ages, from 15 to 75. One girl of 17 made a smart skirt of the same silk as was used in a $25 imported model for $10. In another instance, a $90 coat model had been turned out for $25. From 3 to 4 days are allowed a beginner for a coat. This amounts to $3 or $4; then 4 yards of the best material would be $16, leaving $5 for linings, trimmings, etc. The popular beadwork embroidery and other hand trimming work is also taught.

Pupils may attend intermittently, so that the work does not drag, and business girls may attend one night each week.

No doubt this condition has something to do with a remark made to DRY GOODS REVIEW recently that one can see more well-dressed women on the streets of Toronto than in New York, or any other city which the speaker had visited. Certainly when efficient cutting and fitting is assured for their own sewing, many women will buy better and more materials and develop more original ideas in dressing than if they are dependent entirely upon stock fashions and prices, or high-priced tailors.

Some New York Novelties



Upper left: Girdles are almost all built on this plan. They have rings, chains, fancy metal pieces and slides. Upper left: One of the new fringed suede belts. Upper right: Chinese comb, fan top elaborately enameled and studded with brilliant stones. Lower right: Odd comb of extreme Cosque lines, enameled and set with stones.

A NEW PLACE FOR KEWPIES

THE KEWPIES, which were sold in vast quantities for last Christmas trade were made of celluloid—a few were of porcelaine. This year the same little creature appears in scores of metal boudoir articles. These are painted biscuit shade and are very artistic. Kewpies are seen supporting candles, electric boudoir lights, clocks, etc., or presiding over Milady's inkwell, or sitting at either end of her row of new books.

W. B. Strachan, of Huntsville, is giving up business.

J. B. Fallis & Co., Newbridge, Ont., general merchants, have been succeeded by F. H. Elliott.

CANADIAN BADGES

WE have made badges for over 600 Canadian Oversea detachments. Herewith are a few illustrations. Prices of hat badges from 12 cents each, collar badges from 15 cents per pair, shoulder titles 15 cents per pair. Quotations are for gross lots of a pattern. Smaller quantities are slightly higher in price.



We put a first-class finish on our goods and all dies and tools are made by the best type of worker the Old Country can produce.



We can also submit designs for any class of badge required, ship samples 10 days from receipt of order and bulk deliveries in three weeks.



Whatever you want in BADGES, BUTTONS and SMALL METAL STAMPINGS write us.

J. W. Tiptaft & Son, Ltd.

Northampton Street, Birmingham, England

Cable Code A.B.C. 5th Edition.
Telegraphic Address, "Tiptaft, Birmingham."

CANADA

All The Good Styles in
BUTTONS
We Have Them—at Right Prices
A FINE RANGE
ASK FOR SAMPLES

A. Weyerstall & Co.
145 Wellington Street West, - TORONTO

IMPORTERS and MANUFACTURERS
Art Needlework and Fancy Goods
"Peri-Lusta" "Crystal"
Mercerized Cottons Artificial Silk
Embroidery Materials
Fancy Linens and Piece Goods
MADEIRA HAND EMBROIDERED
LINENS and HANDKERCHIEFS
CAMPBELL METZGER & JACOBSON
932-936 Broadway New York Cor. 22nd St.
Canadian Showroom, Bay and Wellington Streets, Toronto, Canada

THE HOUSE FOR LACE

BENTLEY & CLIFTON
LIMITED
COMMERCE SQUARE
NOTTINGHAM
ENGLAND

Special lines for Makers-Up and Wholesalers.

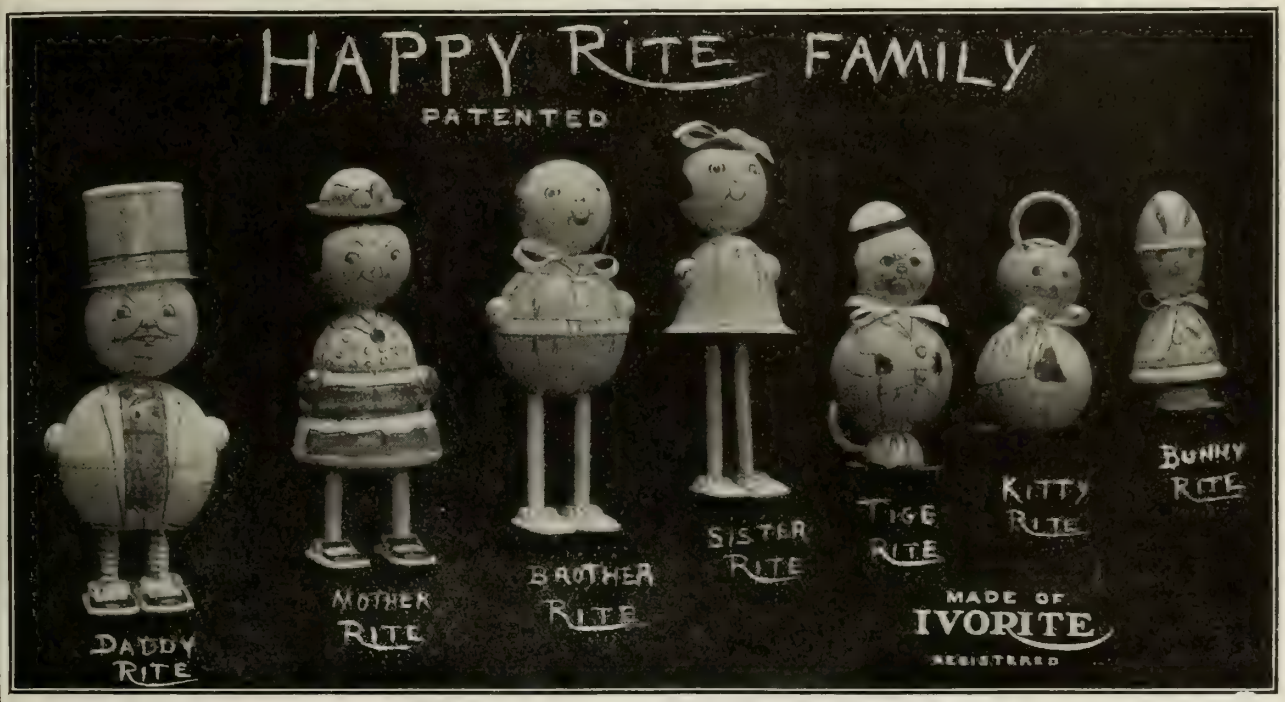
Torchons Vals Novelties
Lace Cushion Covers Toilet Sets, Etc.

Call and inspect our line at showrooms

J GAGNON, Unity Building, MONTREAL

WARNING!

We want to advise the trade that any one manufacturing or offering for sale, THE HAPPY RITE FAMILY or any infringement of same, other than as made and sold by the originators, THE RITE SPECIALTY CO., OF NEW YORK, will be prosecuted to the full extent of the law.



Seven Happy, Honest, Healthy Characters

Each character is made of beautiful, sanitary IVORITE REGISTERED hand painted in appropriate, fast colors

The Happy Rite Family is Protected by Patents.

"RITE" SPECIALTY CO.

Our attention has been called to the fact that certain of our competitors are placing on the market, a certain Doll Rattle, which we understand constitutes an infringement on our patents granted and pending.

We will institute litigation against any manufacturer, jobber or retailer, who may offer for sale or sell any device constituting an infringement of our patents or of any patents which may subsequently be granted to us.

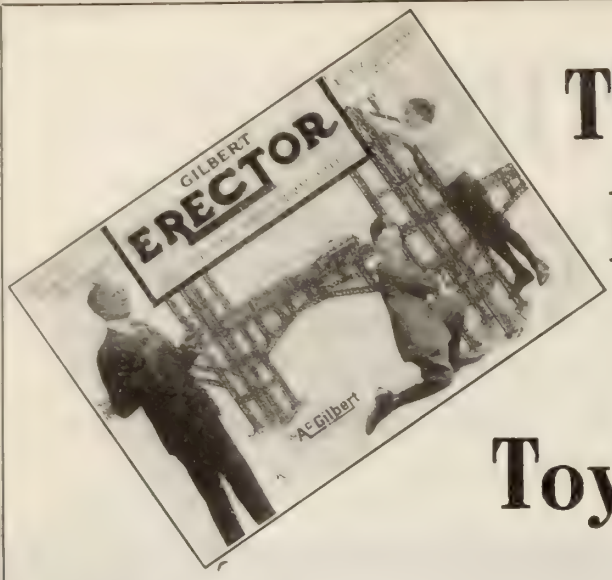
Order a Special Assortment at $25, $50, $75 or $100 and see how fast they go. To show them is to sell them.

RITE SPECIALTY COMPANY

ORIGINATORS

35-39 WEST 36th STREET, Between Fifth and Sixth Avenues, NEW YORK

Factories: New York and Newark, N. J.



The "Big Four" of Toydom



TOYS of real merit from the standpoint of amusement and education!

TOYS that make an irresistible appeal to live-wire boys!

TOYS that are backed by the biggest and most impressive national advertising campaign in the history of the toy business!

TOYS that bring to dealers a co-operation that actually and definitely makes sales!

THESE are the selling advantages that go to the dealer who stocks the "Big Four"—Gilbert Erector, Gilbert Brik-tor, Gilbert Electrical Set, Gilbert Wireless Outfit—the leading members of the famous line of

GILBERT TOYS

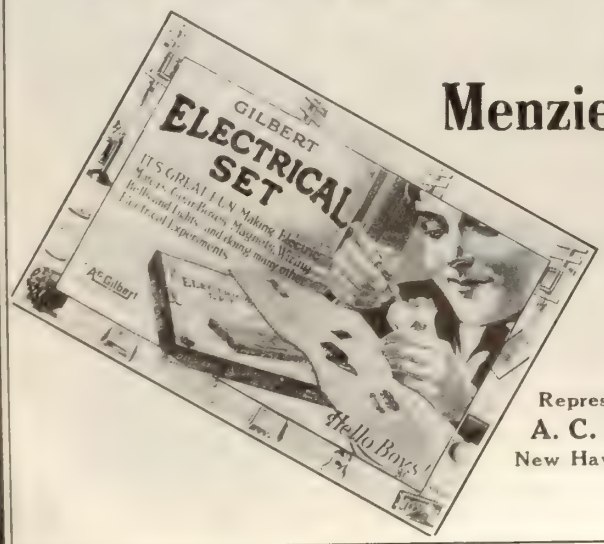
"The Toys That Bring Year 'Round Joy"

GILBERT ERECTOR—Without doubt the best known toy in the world. Grips the interest of boys who like to do things—to fashion with their own hands replicas of engineering masterpieces—bridges, skyscrapers, machinery and countless other models. Always a big seller.

GILBERT BRIK-TOR—Enables boys to complete the framework models of skyscrapers, churches, tunnels, etc., that they build with Erector or other construction toys—to make them look real by adding the roofs, walls and tile walks with steel bricks in beautiful color combinations. Also lithographed cut-out windows. Last year's sales indicate a big Brik-tor year for 1917.

GILBERT ELECTRICAL SET—Enables boy to build his own motor that will work forward and backward and operate his Erector models, electric trains, etc. Boy can also wire door bells, install a miniature lighting system, construct a gear-box, which, in conjunction with motor, will lift his own weight, and do hundreds of interesting experiments. Handsomely printed elementary course in Electricity included. Tremendous sales last year!

GILBERT WIRELESS OUTFIT—The toy sensation of the year. $5.00 set enables boys to send and receive signals from house to house. **Contains** two complete outfits, so that two boys may work together. $10.00 Receiving Set takes messages at a distance of 500 miles. $10.00 Sending Set transmits messages to a distance of 5 miles. Handsome manual teaches fundamental principles of wireless. Big demand certain! Order early!



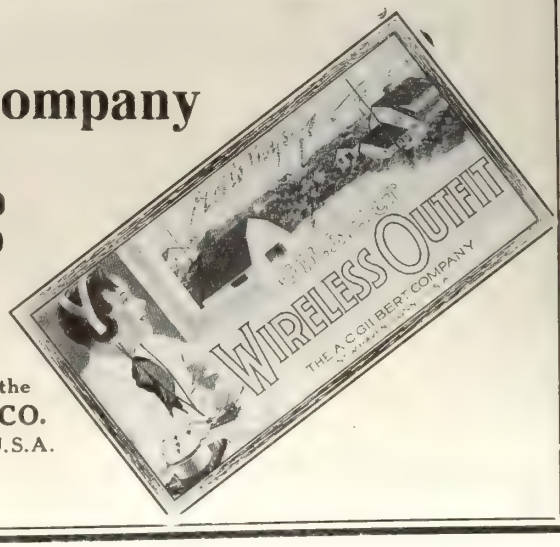
Menzies & Company

Limited

TORONTO
ONTARIO

—

Representative for the
A. C. GILBERT CO.
New Haven, Conn., U.S.A.



Highest Quality
and looks it



The card that does the selling.

Polished to a beautiful finish—

Accurate in design and proportions—

A tough and resilient spring that is positive in action, and durable—

Clean - cut, smooth finished—

Wilsnaps Sell Because Their High Quality Shows

The card is a beckoning signal to the woman who glances toward the counter. Cards of Wilsnaps are picked up and examined by more women than are all the other snap cards displayed beside them. And when a Wilsnap card is picked up it nearly always sells itself — for you can't examine a Wilsnap without seeing its quality.

Of Your Wholesaler

Get Wilsnaps of your wholesale house. Sizes 000, 00 and 0; white or black. You should have no trouble getting them; we can supply you direct if your wholesaler can't take care of you (give name of concern preferred).

Take a *Good* Look



Wilsnap — Won't rust — perfect service

THE WILSON FASTENER COMPANY, 126 St. Clair Ave. N.E., Cleveland, O.
Canadian Representatives: WILL P. WHITE, LIMITED, 65 Simcoe St.; Toronto; 489 St. Paul St., West, Montreal.

Sport Silk Bags and Purses

NOVELTIES IN THE "JULIAN SALE" STOCK



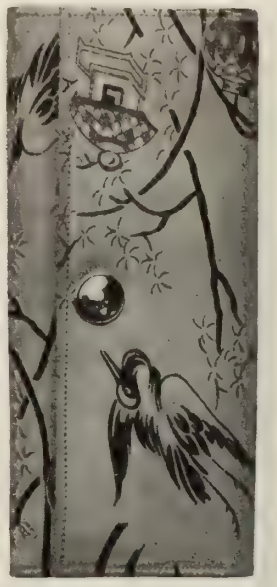
SPORT BAGS

TWO VERY POPULAR LINES

These pretty, useful, and smart little reticules are in great demand everywhere. We are showing a splendid range of them in a great assortment of those attractive sports silks.

$8.00 to $24.00 a Doz. NET.

Let us have your order for a sample assortment now.



STRAP HANDLE PURSES

THE JULIAN SALE LEATHER GOODS CO., LTD.

Wholesale and Sample Rooms 600 KING STREET WEST, TORONTO

How to Test Advertising

THE man who doubts the power of advertising belongs in the same class with the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see its roundness for himself.

The merchant who fears to attempt advertising because he figures it as an "expense" is blind to his own interests. I personally know several men who, because they once tried advertising to the extent of a cheaply printed hand-bill and didn't find it necessary next morning to call on the police to keep the crowds of eager buyers from swamping their store, loudly and solemnly aver that "advertising doesn't pay."

Advertising *does* pay.

The most successful merchants are the merchants who believe most thoroughly in advertising and who practice their belief.

But advertising, in order to pay, has got to be *intelligent* advertising.

The day of hashed-over superlatives —"best goods," "lowest prices," "best stock in town," "greatest bargains ever heard of," and so on—has passed.

People have learned to distinguish the *truthful* advertiser from the blatant behind-the-times storekeeper who believes that, so long as *he* claims to have the best goods on earth, or under the earth, or within wireless distance of the earth, people will break their necks trying to get to his counters in the forefront of the crowd.

Put some *brains* into your advertising.

Don't let the office boy write your announcements in between his other duties.

Don't doubt the business-getting and business-building power of intelligent and informative publicity—and you will find that advertising *does* pay.

—*Jerome P. Fleishman.*

Competition Methods

The Snap Fastener business in America is encountering unusual conditions.

The war put it squarely up to American manufacturers to supply Snap Fasteners. Many individuals, with regard to nothing but the immediate money they might make, set about to manufacture snaps to be sold at any price, considering neither quality nor future possibilities.

To be sure, attempts were made to produce a fastener that was right, and of these attempts SO-E-Z, by dint of prior preparedness and ingenuity, and backed by unlimited resources, proved the complete success. Exclusive features, such as the famous turtle back, large oblong holes, special finish and the fact that it is made in five sizes, make the SO-E-Z not only the best American fastener, but the best fastener ever produced.

Competitive methods, such as always arise in a situation similar to this, have been at work. Competition, being unable to combat the forceful SO-E-Z merchandising methods and to meet quality with quality, had but one alternative—that of price cutting. No manufacturer can afford to sell a product that doesn't give him a fair profit, and the SO-E-Z stands on its price because its price is measured by the merit it represents; measured by the exclusive points it offers to women; measured by its quality, as it is guaranteed.

It isn't a question with far-seeing jobbers and merchants that they have snap fasteners of any sort merely because the price is low—they wish a snap fastener that will meet all requirements, bring re-orders and allow them a good profit, and surely no jobber or dealer can afford to permit cheap goods to go out, merely because a few cents more have been earned.

SO-E-Z Snap Fasteners are the only American snaps with a permanent price. The jobber is protected. He knows that he isn't going to have a large stock of SO-E-Z left on his hands that he can't sell at the price. The dealer isn't going to find a competitor able to cut the price, because he paid less. Every man that purchases his SO-E-Z Snaps knows that the firm back of them has one price and is protecting everybody.

SO-E-Z is the only American Snap Fastener made in five sizes and the only one with the large oblong holes. The turtle back, which makes such a wonderful talking point with women, is absolutely exclusive to the SO-E-Z. No other snap fastener has the ADVERTISING AND PROMOTION to aid the jobber and dealer as that sent out by SO-E-Z, nor has it the strenuous and increasing demand among women.

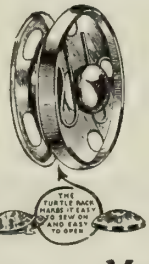
SO-E-Z will continue to back the jobber and dealer, to give good value—to inspect, individually, every fastener on every card—and to stand on an honest, American, clean-cut platform despite price-cutting on inferior snap fasteners.



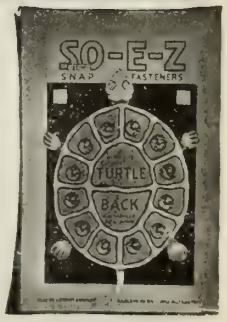
SO-"SEW"-E-Z TRADE MARK

The Spring Snap Fastener With the turtle-back









Send for your copy of "A Notion Buyer's Plan for Merchandising a Snap Fastener."

Made by AUTOYRE CO.

A. L. CLARK & CO., Inc. SOLE DISTRIBUTORS

652 Broadway, New York

TRIO OF SPRING WINDOWS WITH CONTINUED BACKGROUND

Vigorous Spring Opening Display Carried Out Along Novel Lines—Striking Effect From Across the Street—Harmony, Not Contrast, in Backgrounds.

A WINDOW dressing effect which embodies the use of three large windows interlinked, and in fact absolutely run into one grand general scheme for a Spring Opening display is illustrated in the picture accompanying these notes. The display makes use of an English landscape with manor house, and warm-hued wall overgrown with roses and foliage as a background for the suits shown upon appropriately posed wax figures. The "Basque" idea is followed in the art effects of sky and scene in the background.

Description of Background in Detail

In producing the wall effect simple wall-board sheets are used and these are sanded over to give the cement effect. Brickwork is also imitated with heavier board construction tinted to suit. The gates of the park are built of wood, and sanded. Trellis work of roses is arranged over lattices, and the benches by the wall are of board, sanded over to look like the cement or stone effect of the wall where the brickwork does not show. The gateposts are built of heavy plank as the top of the wall, and two very expensive solid copper decorative gate lamps are used very effectively on the gateposts giving a realistic appearance to the gate and park entrance idea. The floors of the windows are worked in extra large blocks tinted in two colors "Smoke-blue" and "Mulberry."

Harmonies, Not Contrasts, In Backgrounds

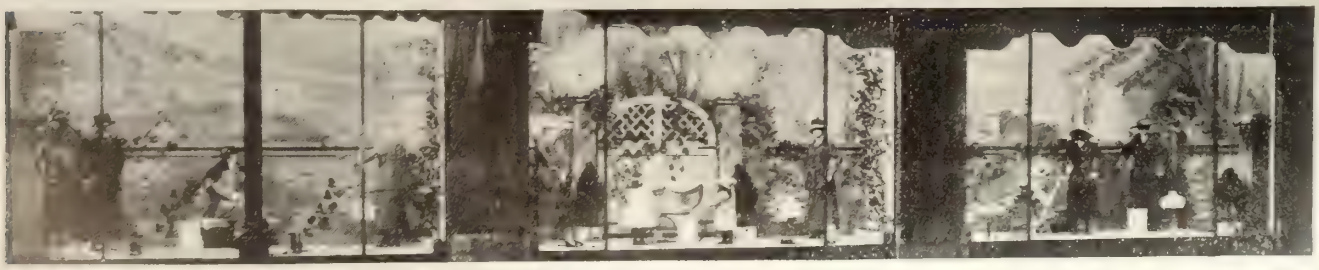
It is impossible in printer's plain black, and the white of paper to give anything like the impression of the color scheme which embodied all the newest colors in the suits and hats displayed, and subtly introduced these colors also in the background. In speaking of this E. K. Lummus, Display Manager of Almy's Limited, pointed out to DRY GOODS REVIEW that the newest principles of window trimming involve this featuring of the dress and fabric tints in the backgrounds. Formerly the rule was to go in for contrasts. Now it is all harmonies. Mustards, mulberry, smoke blue, and all the newest shades of blue, old rose, apple green, and all the new shades of green for this Spring were all used in the color scheme of this window.

Selling Powers in Colors

"Watch the colors that come in the merchandise," said Mr. Lummus as a word of interest to window trimmers. "These are the colors that will be used in the great cities in the backgrounds, and accompanying devices in window trimming. When the colors come in silks you can be sure they are going to be the real thing. All these new shades used in this window trim come originally from the khaki kool idea. Make the background attractive, but so that it shows off the goods, and intensifies the color sense in the passer by. There is selling power in colors properly used."

Trio Lighted by 300-watt Lights

The windows illustrated are three in one. They are designed as one great effect of a landscape, and seen from across the street the window had as great and even greater attractive power than when seen close at hand. From across the street the general effect of the window trim as one idea was appreciated. At the closer view which naturally followed as a matter of course, the merits of the merchandise were examined and the effect of the harmonies produced in fashionable colors had their chance to work still more strongly upon the senses of the prospective customers. At night this trio of windows illuminated by the most powerful nitrogen lamps of 300 watts each, formed a most striking feature at Almy's thronged location on St. Catherine street, Montreal.



A three-in-one background by E. K. Lummus, Montreal.

Spring Trims from Peterboro and Hamilton



RUSTIC EFFECT THAT CAUGHT POLICEMAN'S EYE.—A member of the staff of DRY GOODS REVIEW *was shown this "Cressman" window of Mr. Nichols by a policeman at* 1.45 *a.m. on his arrival in Peterboro. It had just been finished early that evening, and the lights turned off. But the bursting pride of the Bluecoat scorned the element of time. The idea of the window needs little elaboration: A verandah looking out upon a beautiful, sail-dotted lake. The scenic background was painted locally, and the rustic idea was kept up in the bark-covered pillars, the chairs, table, grass-rugs, etc., and yet the merchandise stood out strong in the natural atmosphere that had been created. With darker foliage this treatment is applicable to Fall trims.*



A NOVELTY IN BACKGROUNDS.—This is a background idea from The Arcade, Hamilton, that could be developed for almost any season of the year, and would be quite suitable for Fall displays. With the suggestion of a stairway it seems to lend itself best to ready-to-wear lines. The wall color is mauve, in two tones. The pillars as a matter of fact, are flat on the far side. A very delicate touch at night is lent by the lighted clusters on top of the lower posts. This window was designed by Messrs. Norton and Lemke.

SHOWING FRENCH WINDOW EFFECT IN ST. THOMAS AND TORONTO

Old Rose Trim From St. Thomas

The background is white, with old rose trimmings; rambler roses used as floral trimming; drapes in old rose shades with hats to match. Back panels covered with wall paper same as bandbox. This excellent window designed and trimmed by D. W. Moir, for Maxwell's.





A finished piece of work in Spring Display

This window designed by A. E. Apted, was one of the most effective windows in Toronto this Spring. Note background with opening window design, painted background and palms and flowers. Drapes are uncut. Excellent use of table and chair for fabrics and buttons.

CARDWRITING MADE EASY

(Continued from page 23)

card. Take care to apply the color evenly. The effect thus obtained is of a stippled appearance. Various colors can be used, according to the color scheme to be worked out—blue for sky, green for trees, etc.

Fig. 2 gives a few of the various ideas which can be worked out for different show card purposes.

No. 1—For corner pieces on the show card, is excellent. Four of these should be used on the same card with a pen ruled border. Many various ideas can be worked out for corner designs that make very attractive cards. Different colors may be used.

The various styles of fancy capitals which can be formed are almost unlimited. No. 2 shows the letter "Y" worked up with a shadow, all from the one stencil. After

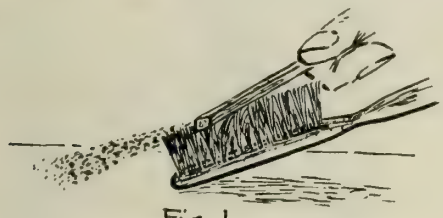


Fig 1

cutting the stencil, place it in desired position and give it a light spatter, then move the stencil a little higher up and to the right and make a heavier spattered impression. Thus you have the letter with a shadow all with the same stencil. The solid black is put on after the spatter work is dry.

No. 3 also shows a simple style of illustrated capital. This stencil is just a plain round cut out, with the E drawn on with pen or brush, in black. Any desired color may be used for the spatter work.

No. 4 is a spatter drawing of a maple leaf. This is excellent for this time of year, and should be worked up with a leaf green shade. In the fall of the year even better effects can be obtained by combining red and yellow. Care must be taken to see that this stencil lies flat on the card, on account of its various points.

You often make long, narrow, upright cards with little wording on them. These sometime need an extra touch to finish them properly. In No. 6 and 7 we have what is called end pieces. These should be placed in the centre of the card near the bottom. This gives a finished appearance to the card. Many various designs can be used or color schemes worked out.

No. 8 gives another way in which fancy caps can be made by spatter work with the tooth brush. The long panel is put on first in a light shade. The L is then put on in a darker shade and outlined afterwards.

Spatter work is useful for giving variations in background for mounted cut out illustrations. Any light color can be used as long as it harmonizes with the rest of the card and cut out, No. 9, shows a plain design. Many others can be formed with good effect.

The bull dog illustration is just a sample of effects which can be obtained. If you do not wish to expend the time in making a drawing such as this, obtain an illustration from a magazine and paste it on stiff paper, and when the paste is dry cut out with sharp stencil cutting knife. Many other drawings can be obtained in the same way and in a very short time. There is one point to be remembered in selecting illustrations for spatter work and that is they must have a good outline which shows the features.

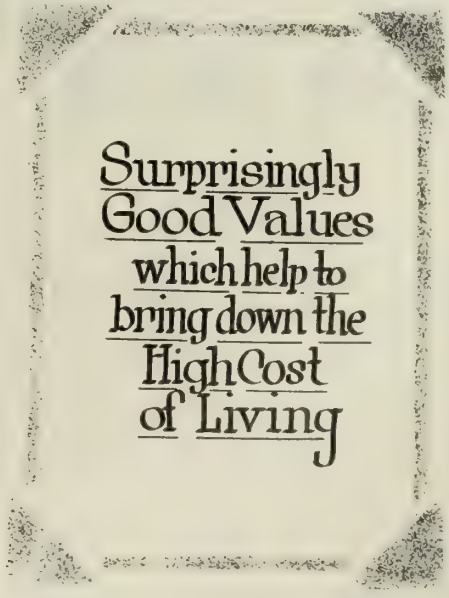
No. 11 shows an effect which can be obtained of different building or skylines. This one is a dome of a building showing the flag and flag pole. Two stencils are used for this drawing. One for the sky and one for the darker portion of the drawing. The whole is outlined with a pen stroke in black. Use pale blue for the sky and dark blue, brown or black for the remainder.

No. 5 may look quite difficult, not as far as stencil cutting, it is quite simple. First, draw in the entire silhouette with pen and black ink. When this is dry, cover all the card but that portion you wish to spatter. It does not matter if the black drawing is covered up or not, because the spatter will not be noticed on it. Make a small round stencil to get the sun effect as shown.

These few illustrations serve only to give an idea of the many effects which can be obtained with the help of a tooth brush. These are only the simpler flat stencil work. More complicated work will be taken up in a later lesson.

The finished cards here shown serve to give the reader an idea of how the spatter work looks when ready for use. They also show this month's new styles of lettering put into use.





Gnatt's Oak and Beech Sprays







This window shows the effective use of Gnatt's American Oak and Beech Sprays

Oak Sprays

Made in Green, Red, Brown and Tan. Only first quality sprays used.

Beech Sprays

Are fire-proofed and everlasting. Can be used many times.

EFFECTIVE AND ECONOMICAL

You can get the best possible effects for store windows, inside store decorations, banquet halls, roof gardens, summer gardens and house decorations.

They are not artificial. They are Nature's actual work and cannot be improved upon. We preserve and fireproof them so that they will last indefinitely. The supply is limited and we suggest you place your order with your decorative supply or wholesale florists' supply house early.

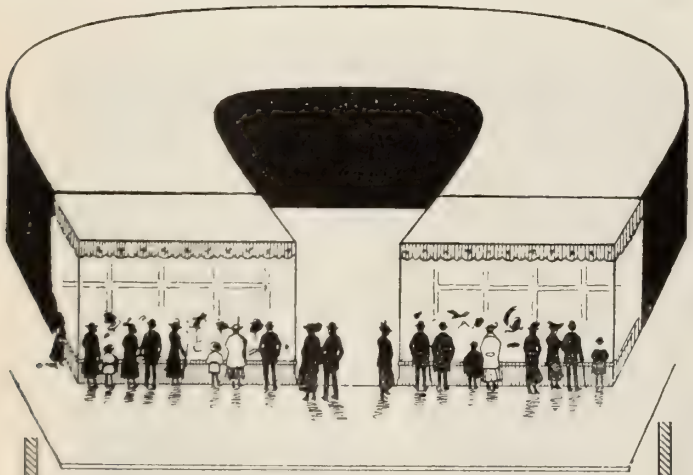
Put Up In Handy 25, 50 and 100-lb. Boxes

This year we are packing our entire product in three sizes of boxes, 25 lbs., 50 lbs. and 100 lbs., all ready to ship. This means that the goods come to you as originally packed, with no chance of lost leaves through frequent handling.

Great care is taken in selecting only the best sprays and our expert packers assure you the best goods you have ever had. We deal in only first quality goods.

DALE ESTATE, Brampton, Ont., Canadian Distributors

Manufactured By THE OVE GNATT COMPANY - - Hammond, Indiana



Like a Magnet Draws Iron

EASYSET SYSTEM Store Fronts

Draw Customers to Your Store

These customer-drawing **Easyset** store fronts put you to no inconvenience—they are ready to set up and inexpensive to instal. They bring a store right up to date in appearance and wherever installed increased business has resulted. There is an **"Easy-set"** front for every line of business.

Learn how you can use an "Easyset" to draw customers to your store. Ask for catalogue "G" and full particulars.

H. J. ST. CLAIR COMPANY, LIMITED

27 Toronto Arcade Toronto, Canada



Write for samples of

S. P. B. Bags and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags



Waste Paper $13.00 a ton.

A

"Climax"

All Steel Fireproof

Baling Press will convert your waste into compact bales ready to ship and sell at the highest prices.

Ask us for information.

Climax Baler Co.

Hamilton, Ontario

J



The New Way

A revolution in Fixtures for Dry Goods Stores.

Interchangeable units for every line of merchandise. Capable of change in position at a moment's notice.

Increase your business.
Reduce your overhead.

Installed or being installed in many leading Canadian stores, including that of

The Dykeman Store, St. John, N.B.
described elsewhere in this issue.

Our representative is in your vicinity. Let him explain the system. A post card will bring him to you.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

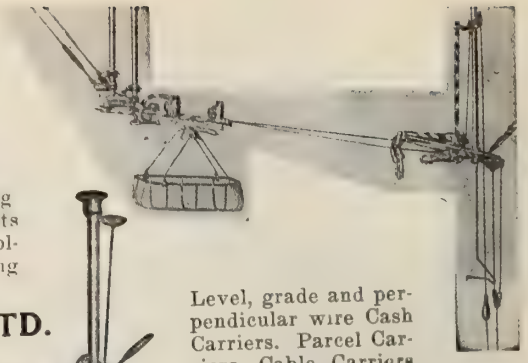
In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

Gipe-Hazard Service—

Doesn't it gall you to think that your good money is often given away, unintentionally, though it may be, by those who make change in your store? A time here, a quarter there, and a dollar bill every now and then—thus your money cheerfully given away—and the mistakes go on and on day after day.

Now we're able to show you how to prevent this money being given out. Our four-page leaflet tells you how, send for it—costs but two cents for postage. Probably worth many hundreds of dollars to you. To-day is a good day to write the post card requesting it.

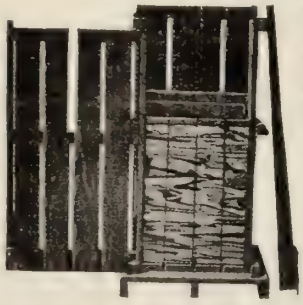
GIPE-HAZARD STORE SERVICE CO., LTD.
97 ONTARIO STREET, TORONTO, CANADA



Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes

SIMPLEX BALER

EFFICIENCY HIGH PRICE LOW



Turns Waste into Profit — Keeps your premises clean and tidy—Eliminates the fire risk in loose paper. The "Simplex" has proven its sterling worth under every condition. Strongly built, of ample size, it is easily get-at-able and workable. Not a toy, but built for business and profit. Write and we'll tell you more about it.

General Sales Co.
205 Stair Building, Toronto

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.
143-153 University Ave. - TORONTO, CANADA

SPECIAL SALE *of* SKIRT FORMS



57-F—Skirt Form, $10.00.

Display your Separate Skirts properly and get your share of the profits that come from the sales of this popular line of skirts.

The Richardson Skirt Form is perfectly made, and will make your displays particularly effective, attracting the skirt trade to your store.

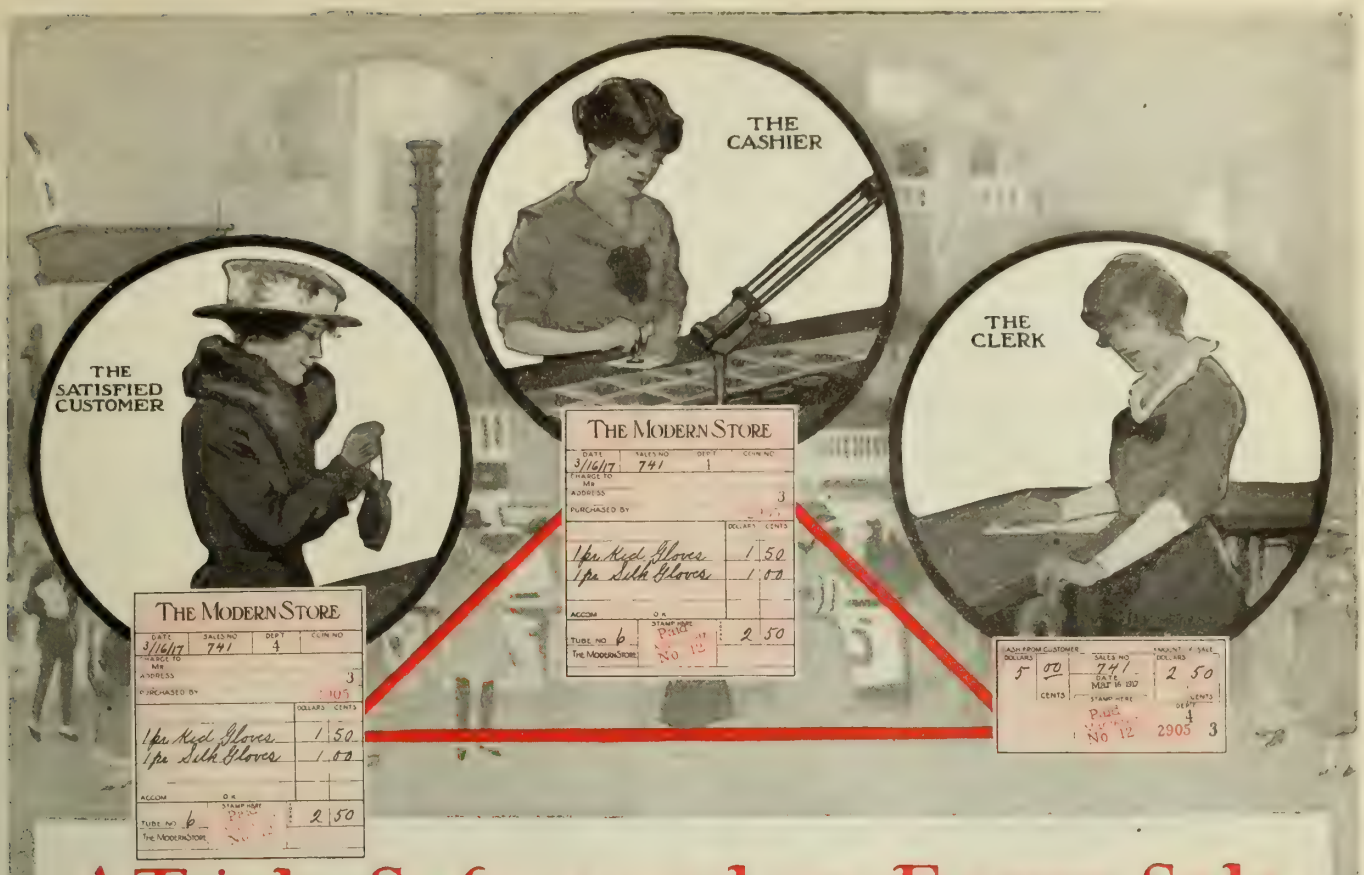
Order now and take advantage of our special sale price. Write for circular showing all our latest ideas.

PRICE - $10.00
Immediate Delivery



42-FS—New Dress Form $14.00

A. S. RICHARDSON & CO., 99-101 ONTARIO ST. TORONTO, ONT.



A Triple Safeguard on Every Sale

LAMSON Centralized Store Control protects you from loss on every sale. You are triply safeguarded, as the clerk's figures are checked by customer and cashier or authorizer.

Cash sales are handled by experienced employes at the central cash desk —clerks are relieved of the responsibility of cashiering.

Charge sales are authorized in the credit department by comparing the itemized written saleslip with the figures on the customer's ledger. There are no mistakes, due to misunderstanding of the spoken word.

Your auditor gets the original section of the saleslip for checking — the customer gets an itemized bill. You can classify your daily sales in any way you want them from these itemized written records.

The system is complete—it handles all classes of sales. Is flexible — it operates smoothly no matter how many extra clerks you employ.

Let us show you how the Lamson System of Centralized Store Control will protect you from losses and give you safer and better service.

THE LAMSON COMPANY
OF BOSTON, MASS.

Designers and builders of automatic conveying systems for saving labor in handling cash, papers and products in stores, offices and industrial plants.

TORONTO: 136 Simcoe Street

VANCOUVER, B.C.: 51 Empire Building

37 Years Making Display Fixtures

ONKEN YOUNITS — INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

NO MATTER WHAT BUSINESS YOU ARE IN

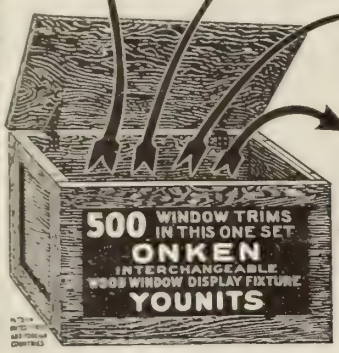
We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?

New Construction, No Screws Screwing into Wood.



Here are some of the different Show Window Sets we make.

Set for Dry Goods Windows
Set for General Store Windows
Set for Furnishing Windows
Set for Clothing Windows
Set for Shoe Windows

Let us know your business We'll send right catalog.

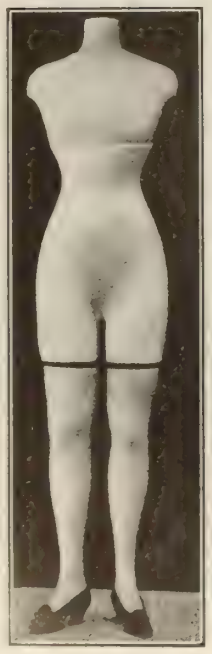
Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

A Serviceable Form

Adaptable To a Variety of Uses



This Dale Form can be used for displaying dresses, suits, underwear or bathing suits.

It has the *Dale* careful workmanship throughout, and is correct in proportions. The neck, bust, shoulders and limbs are finished in flesh color washable enamel.

The Dale Wax Figure, Display Forms and Fixtures will give you entire satisfaction in value and service.

Write us regarding any of your requirements in our line.

THE DALE WAX FIGURE CO., LTD.

Canada's Leading Display Fixture House

TORONTO

Montreal Showrooms : 144 Bleury Street

CLATWORTHY FIXTURES ARE BETTER

Produced by a special, secret process our guaranteed washable enamelled forms are admittedly the best of their kind ever produced in Canada, and are not surpassed by any imported lines. The beautiful and durable flesh tint shows the garments off to the best advantage. Clatworthy forms are giving wonderful satisfaction to merchants in every part of Canada.



No. 1057AP

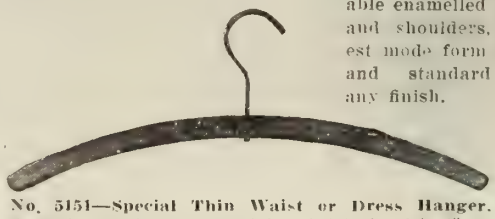


No. 1566A

Enamelled Display Form, as per cut, or with extended shoulders.

Our special washable enamelled neck and shoulders, latest mode form base and standard in any finish.

We are specialists in enamelled display forms. Send for our new illustrated folder.



No. 5151—Special Thin Waist or Dress Hanger. Smooth as glass, beautifully finished with 3" or 5" hook Price per 100 ..... $4.50

Clatworthy & Son, Ltd.

"The Largest Makers of Wax Figure Forms and Fixtures in Canada"

TORONTO ONTARIO

The Retail Merchant—a Wonderful National Asset

There are more than 50,000 retail merchants in Canada. They employ more than 250,000 people. Half a million more people are directly dependent on the retail business for a living.

Each year goods pass across their counters worth more than a billion-and-a-half dollars. A vast army of distributors—no less important in the Nation's work to-day than the great army of producers.

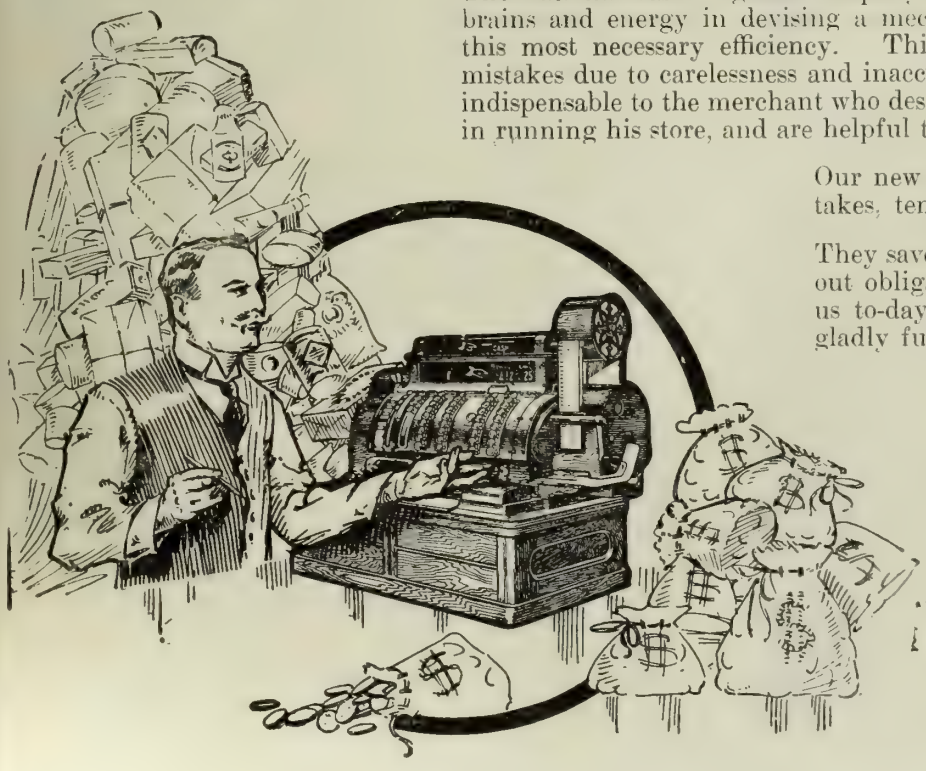
These 50,000 merchants and their quarter of a million employees are a most vital factor in the existence of Canada—but they could become a still greater factor if they worked at 100 per cent. efficiency.

At this very hour the Nation is asking the utmost efficiency in every line of business. This means that all of us must change our gait and do more than an ordinary day's work.

This applies to the merchant who distributes, as well as to the farmer and manufacturer who produces.

In order to become thoroughly efficient, there must be no waste motion, no lost energy, no needless labor, no careless use of money.

What a wonderful opportunity there is for the 50,000 retail merchants in Canada, to become personally efficient, and enable their quarter of a million employees to become more efficient—to work better, faster and more accurately.



The National Cash Register Company have utilized years of experience, brains and energy in devising a mechanical means of accomplishing this most necessary efficiency. This machine stops losses, prevents mistakes due to carelessness and inaccuracy, and saves time. They are indispensable to the merchant who desires the highest possible efficiency in running his store, and are helpful to every ambitious clerk.

Our new model Registers stop losses, mistakes, temptation and carelessness.

They save time, worry and money. Without obligating yourself in any way, write us to-day for full particulars. We will gladly furnish these.

The National Cash Register Co., of Canada, Limited

Toronto - Canada

HOUSEFURNISHINGS

INCREASED WALL PAPER PRICES COMING

Advances in Raw Materials Responsible—Suggestions for Decorating the Home—Few New Designs—Canadian Exports Increase.

NOVELTIES of design and pattern are just about as scarce in the realm of wallpaper as they are in many other branches of trade. The only change which dealers report as looming up on the horizon is an increase in price, which will probably go as high as twenty-five per cent. This contribution towards the H. C. of L. can only be naturally expected, and comes as result of the boosting of the prices of paper, colors and bronze, the latter of which is soaring nearly out of sight. Of course these new prices are not expected to go into effect until the manufacturers' new season commences, but the increase will go through even though the new designs are not forthcoming in very great quantity.

The patterns which have attained the greatest popularity and are now classed as the "best sellers" consist chiefly of tapestries in high-class effects, and plain cloth effects, like fabric weaves. Imitation grasscloth effects are also enjoying a popular run. English Wall Paper designs are popular among the better class of people, but the quantity of English paper on the market is very small, owing to the embargo and the consequent decrease in English exports. This latter circumstance will not be very noticeable to the trade in any case, as new designs from England have been very scarce since the commencement of the war. The decreased quantity of the English product on the Canadian market and the cutting down of importations from the United States, is having the result of accelerating the manufacture of Wall Paper in Canada, and this fact has already been indicated by the increase in Canada exports.

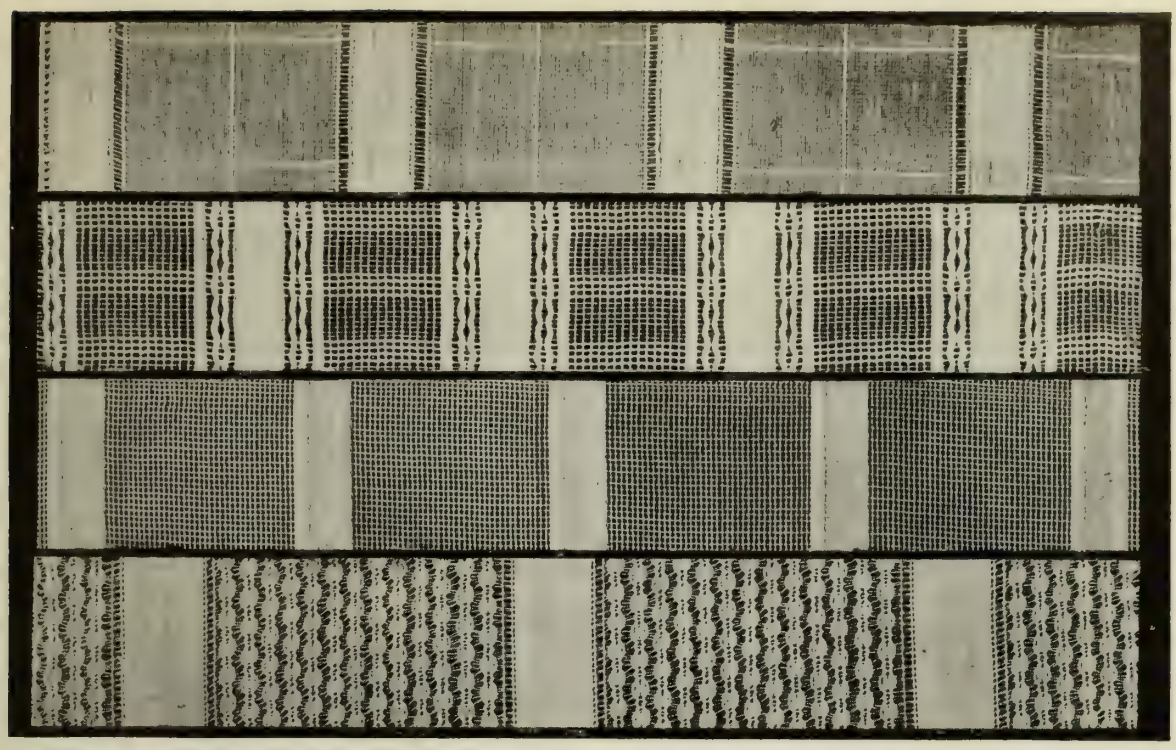


Printed Oatmeal, shown with exquisite Foliage "Ready-Cut" Border with which comes two bands of Trimmer.
—Courtesy of Staunton's, Limited.

A novel introduction in the Wall Paper field is the use of "Ready-Trimmed" paper. The novelty has been found to bring about a great saving in time, eliminates errors in trimming, and something which will be appreciated by all housewives, is the absence of litter and dirt which usually accompanies the paperhanger. The selvage, which until recently was left on the Wall Paper borders for protection, is now trimmed off, and the printed portion of the roll is reinforced with a gummed band of heavy paper. This discovery was noted by a prominent Canadian distributor of Wall Papers who observed that a great amount of time in papering was occupied in the trimming of the goods, and that the work was often but indifferently accomplished, with the result that an unsatisfactory job was obtained. It was also found that the paper-hanger often failed to trim the paper at the place that was evidently intended by the designer and manufacturer, resulting in severe losses to the master-decorator by having to repaper rooms at his own cost owing to his workmen's blunders. Those connected with the Wall Paper industry know full well how often plain treatments, fabric effects and stippled papers have to be "trimmed in" slightly more than other goods in order to avoid shading, and that the need of this is not always manifest till after the room is completed. It is to avoid all this trouble and loss that the plan of trimming off the selvages has been introduced.

Because of the trade requirements for a grade of stock that has not only greatly advanced in cost, but which has to be of absolutely standard quality and weight, the Wall Paper manufacturers are laboring under a greater burden than other large users such as the daily newspapers. Another factor which enters into the situation is that the great demands of the newspapers of Canada and the United States have produced a situation in which the pulp mills have sacrificed quality, owing to the clamor

New Window Toggery



Many and attractive are the newest offerings in window scrims and marquisettes. These shown above are in neat stripes and fine even weaves, to be had in white, ivory and maize. From Geo. H. Hees, Son & Co.

for inferior stock at greatly advanced prices, while the better quality of paper demanded by the Wall Paper manufacturers, requiring more skilful labor and greater care to produce, is only to be procured at very high cost, and is daily becoming harder to obtain at any price.

The price of paper, dyes and labor, the three most important factors in the cost of wall paper production have risen enormously, though manufacturers say they have cut their profits rather than increase proportionately the cost of Wall Paper. Especially true is the factor of the cost of paper in regard to the cheaper papers where the proportion of the cost for the paper stock to that of the other raw ingredients is far higher.

The result of this higher schedule of prices of Wall Paper is expected to redound to the benefit of the dealers themselves as it enables them to eliminate the very low price goods on which there is little or no profit at any time, and enabling them to place their business on a higher plane with more artistic results and greater monetary rewards as their compensation.

ADVANCES IN OILCLOTHS AND LINOLEUMS

THE DOMINION Oilcloth Company announces an advance of 7½ per per cent. on oilcloths, and 10 per cent. on linoleums, while advices from British manufacturers of these lines would indicate an increase of 7½ per cent. on oilcloths and 15 per cent. on linoleums.

LIKE A ROCKY MOUNTAIN SCENE

A NEW design in tapestry draperies shown at Simpson's is very attractive in a deep, dull blue, black and white. These colors are combined into a pine tree design through which the white moon peers. For the benefit of Canadians who have not witnessed the source of inspiration for this design, there are several pictures of Rocky Mountain scenes with their countless pine trees exhibited with the fabric.

New York Ideas

HAND-PAINTED FABRIC leather screens are meeting with success. They may be had in Japanese, Chinese, or old English designs.

A WINDOW SHADE cutter is now on the market. The makers claim that this machine will measure and accurately cut the cloth, cut down the roller and permit the end to be replaced all in one minute.

SEAMLESS CHENILLE RUGS are produced with borders in classic period styles. There is an Adam border in two colors, a Chippendale in one color, Empire in two colors, Chinese in two colors, and also chintz and tile patterns.

"TOURNAY" is a new tapestry which has almost the appearance of a silk mixture, but in reality the glossy effect is produced by the highly mercerized yarns. There is also a new wood-silk brocade, with remarkably high lustre and pleasing pattern.

AMONG THE LATEST CURTAINS shown is one of simple mesh with a narrow filet woven border and an outside cluny edging, very attractive. Another is of marquisette with cretonne bands and hemstitched borders. These with bedsets to match are already popular. "Glenwood Madranet" is the name given to a new specie of nub-yarn marquisette of filmy translucent character. It is printed in white figures on a solid color background and is very effective.

GOOD SELLING FIXTURES IN DRAPERIES DEPT.

Concave and Convex Rods for Showing Hangings for Rooms Side by Side—Working Up "Contract" Business—Where Sketches and Familiar Details Help in Hamilton Store

HAMILTON, April 2 (Special)—When a representative of DRY GOODS REVIEW came upon Mr. English, who is buyer for and manager of the draperies department of the G. W. Robinson Company of this city, he had in his hand a cheque for close to $200 which he had just received from a customer in payment for the balance of work that had just been completed on the furnishing of some rooms in her house. This is a common experience in this store as a result of the service the department is able to give in the matter of equipping not only single rooms but the whole house to the satisfaction of the customer. In a drawer of Mr. English's desk are scores of sketches which he has made up to suit special occasions and these sketches have probably been responsible for selling as many goods as the persuasive tongue of the head of the department or any of his salesmen.

Sketching Design Helps Sale

Where a customer comes in to look at some curtains, Mr. English will sell her not only curtains, but draperies, and will sketch her an attractive design for a window or a window seat or for the whole room, including the rug. Not only that, but when this one room is completed he is able to plan in a harmonious manner for the fitting up of the room adjoining or for other rooms of the home and in this way the order which is started, perhaps, at $30, $40 or $50, soon amounts up into the hundreds.

Concave and Convex Fixtures

There is a very interesting form of equipment that is illustrated here which has just been installed in the department that helps the contract idea by showing furnishings for more than one room at a time. This is in the form of a concave rod which extends about 12" in width and 6" high. When a customer comes in and wants velour curtains for the drawing room, these are put on the rod, and then, when she has made her choice, drawn to one side, and it is suggested that if she has another room adjoining it that she thinks needs furnishing, that it would be well for these furnishings to be hung opposite those that have been decided on for the drawing room, as in this way she will get a good idea as to what will suit. Even where a woman has not any idea of refurnishing the adjoining room, say a dining-room, she is very often persuaded to do this from the very tasty selections that the store is able to show, and the harmonious blending of colors and patterns that is arranged before her eyes. The whole question is one of display and suggestion selling goods.

The concave fixture is used for the showing of semi-transparent goods and a new convex, turned the other way, is being installed for the purpose of showing heavier goods that do not need the light cast through. Both ideas, we believe, are very practical and will be found useful in most housefurnishing departments.

Compartment Made by Rods

Several other excellent display arrangements are shown in this department. As in this, so in every housefurnishing department, emphasis should be laid on the ability to display the goods, for here, perhaps, more than in any other department, it is the showing of the goods that sells them. For instance, a little compartment made by rods which are used for showing curtains, is found very useful and is a space where the customer can be taken and the goods shown, and there is a certain amount of seclusion, as if one were in a separate room and it was devoted to her use.

Draperies Department, G. W. Robinson Co., Hamilton



This general view of the department presided over by Mr. English gives an idea of the importance attached to a lavish display of merchandise. In foreground are curtains on rod holders; along the left wall are representations of windows.



CONCAVE FIXTURE.—This is a bright idea that is waiting for adoption. This fixture, about 12 feet across, in concave form, allows the curtains and over draperies of one room to be shown at one end, and opposite these, similar furnishings for another room, where harmony is an essential. A convex fixture also is being installed with curtains and over-draperies; telles and various other forms of fixtures are utilized all over. At the extreme left, at the far end are compartments formed by the iron rods. Lamps and carpet sweepers, poles, etc., are seen here and there. Prices are marked prominently.

Along one of the walks there is shown a section of a room with paper which is changed every Spring and Fall, and a number of windows with both curtains and draperies shown of different kinds. In all cases care is taken that the paper and the furnishings and hangings correspond.

Sketches in Some Familiar Object

One idea that Mr. English has found helpful in connection with his sketches is that when he goes to a room and afterwards draws up a plan for decorations, he usually includes some of the more familiar objects of furniture, such as a window seat or a chair or an archway, or even the design of the paper, and sets these into his drawing just as they are actually in the room. In this way he finds that he gives the customer a more definite idea of just what the room will look like when the hangings or

CONTRACT ORDER.

On completion of the work the account will be rendered for your payment.

G. W. ROBINSON CO., LIMITED.

Per.....

wall paper or rugs are set down. Merely seeing it just as it is has very frequently sold the goods without any further trouble on the part of the head of the department.

An example of this was given by Mr. English who is just completing the contract for decorating five windows together in a large room. This room had been decorated by him several years ago and the lady had come in to get something new for it. He went to look at it again and in his suggestion put in not only the windows but an antique chair that he found nearby and a rug and a general design of the wall paper. This was only in rough form. When he came to put in the draperies he drew them to a scale and added considerable detail. The result was that the woman was so impressed with this complete idea of what the goods would look like when they were up, that she gave an order for everything that was included with this sketch.

Sixteen Curtains on a Table

Another useful fixture in the department is a table fitted with bunks for curtains and a double set of rods as shown in the drawing. In this way about sixteen different kinds of curtains or nets can be shown at once and the display that is given in this way has proved a good sales agent.

Agree to Pay When Work is Over

The contract system is carried out under a special financial arrangement by which it is agreed by the customer at the start that the goods shall be paid for as soon as the work is done. This is the only credit that is allowed in the store. When certain parts of the order are sent out, instead of being sent with a C.O.D. card, the word "contract" is marked on the parcel, and the customer receives at the time the arrangement is made a slip stating that the goods shall be paid for as soon as the work is complete. The store has found very little trouble in securing its money in good time under this arrangement.

The Toronto Leather Co. have changed the firm name to the Toronto Leather Novelty Co.

The death took place late in March of W. A. Wickware, of Hough Bros. & Wickware, Ltd., Birtle, Man. Also of Archibald Greer, of Greer Bros., Lyn, Ont., general merchants.

TO THE EAST ON BUYING TRIP

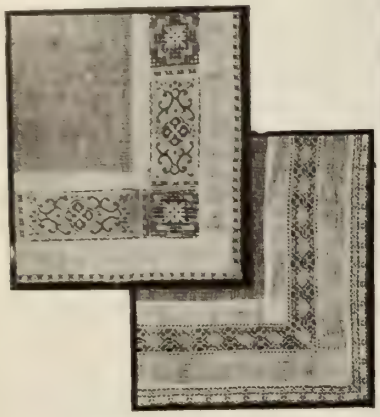
MAURICE MUSER, of Muser Bros., Montreal, sailed on April 12, from Vancouver, for the Philippines, China, and Japan, in search of novelties in silks, laces, etc., for his firm.

Something New!

DESCRIPTIONS:

TOP CURTAIN

4/01731—Marquisette Hemstitch Curtain with Filet Insertion and Edging to match. Width 36 in., length 2½ yards.



BOTTOM CURTAIN

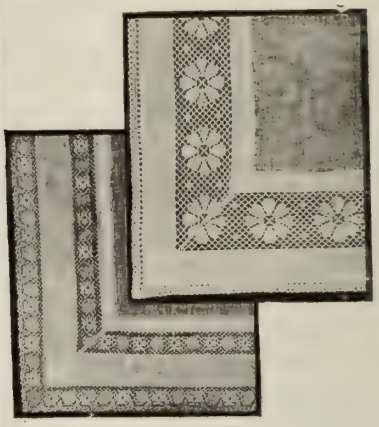
4/01696 — This beautiful Curtain made in best quality Mercerized Marquisette, with handsome Cluny design laces. Width 36 in., length 2½ yards. Our travellers will show you these designs.



The above illustration shows our latest Curtain, No. 01770, and Window Shade, made in our famous Royal Standard quality with No. 34 Lace and No. 34 Insertion.

TOP CURTAIN

4/01680—A specially attractive Scrim Curtain with a very showy 3½ in. insertion. One that will bring quick sales. Width 35 in., length 2½ yards.



BOTTOM CURTAIN

4/01701—Extra good quality Scrim, very fine lace and insertion, with hemstitched hem; show to advantage in any room. Width 35 inches, length 2½ yards. If you are interested, write us.

Introducing Our New *"Hees-made"* Self-Valance Marquisette Curtain

This is a new departure in curtains.

The Valance is part of the curtain and cannot get out of place. A feature that the housewife will be quick to appreciate. Can be made in any pattern you select. Order a sample lot assorted.

While we make curtains of the highest quality and grade, we are also known for our very successful lines in popular-priced curtains—we make everything in lace for the window: Panels, Curtains and Piece Goods.

Summer cottages and country homes will soon need new window furnishings. We suggest Scrims, Cretonnes, Madras Muslines, Sunfast Casements—we have them at every price, in a wide range of colorings, in all widths and patterns.

We will send you samples or have one of our twenty-two travellers call upon you.

"IF IT IS FOR THE WINDOW, WE HAVE IT."

Geo. H. Hees, Son & Co., Limited

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PEARS AVENUE AND
BEDFORD ROAD,
TORONTO

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TORONTO

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MONTREAL, WINNIPEG,
QUEBEC, VANCOUVER,
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WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS, WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

The LACE GOODS COMPANY, Limited

CURTAIN NETS

for Immediate Delivery

We have them—a complete range of qualities in White, Ivory or Ecru—and these are from contracts made months ago—when prices were lower than what they are to-day. If you need any—we can supply you. Send for samples or we can have one of our travellers call.

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Specialists in—

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LACES
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HANDKERCHIEFS

The LACE GOODS COMPANY, Limited

64 WELLINGTON STREET WEST TORONTO, CANADA

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Selling Agents
Specialists in Drapery
and Curtain Fabrics.

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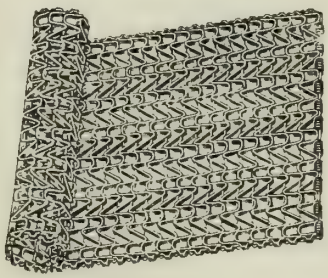
Shadow Taffetas	Muslins
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Acme Flexible Steel Door Mats



There is only one place, at
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TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

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KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

PRIME & RANKIN, Limited

Do you realize a *regular profit* on the *scrim curtains* you sell, or are you compelled to sacrifice it by "Special Price" sales.

Windsor Brand Scrim and Marquisette curtains 'Made in Canada' make a regular profit for your House-furnishing Department every season. You will find quality, better curtains, wider in width, finished and trimmed more thorough, than can be had in many other lines.

There is nothing of boastfulness in the statement that the *Windsor Brand Curtains* have made a reputation for themselves from Newfoundland to the Yukon.

Hand Drawn and Lace Trimmed are amongst our latest productions; you should see them. Our travellers are now showing full range of all lines, including *McLintock & Sons' "Unrivalled Ventilated Down Quilts," Fancy Handkerchiefs* for Christmas trade, and our usual lines of Drapery goods, consisting of *John Brown & Son's Scotch Madras Muslin,* Cretonnes, Shadow Cloths, Repps, *Point Nubian,* Curtains made in our *Nottingham Factory,* and Lace Curtains, *Curtain nets,* etc.

PRIME & RANKIN, LIMITED

TORONTO, CANADA and NOTTINGHAM, ENGLAND



Here is the Reason

for the Popularity of P. C. CORSETS

The boning is correct; not excessive nor deficient. These bonings, made of steel, are strongly encased in canvas interlinings, which prevent them from breaking through.

This scientific boning gives that flexibility and ease which makes the P. C. Corsets so comfortable in wear.

Made in the latest popular styles. Write for samples of these business-builders.

Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

BRANCHES: Toronto, 84 Bay Street; Montreal, 329 Craig Street W.

There are Features

about the

Brotherhood Lines

that your Customers will want



Front view Auto suit or Union suit

There is a quality they will appreciate.

Overalls in six styles.

Smocks in three styles.

Auto Suits in one style.

Brownie Overalls — one style, 3 colors.

Indigo blue and fast black denims.

Stifel stripes and Khaki drills.

Send for price lists. Use the Coupon.

Newspaper advertising campaign starts in April. Be ready for the demand. Brotherhood Overalls.

Our Auto Suit is

A Trade Winner

USE THE COUPON

H. S. Peters, Ltd.,
Welland, Ont.
Please send price lists and terms.

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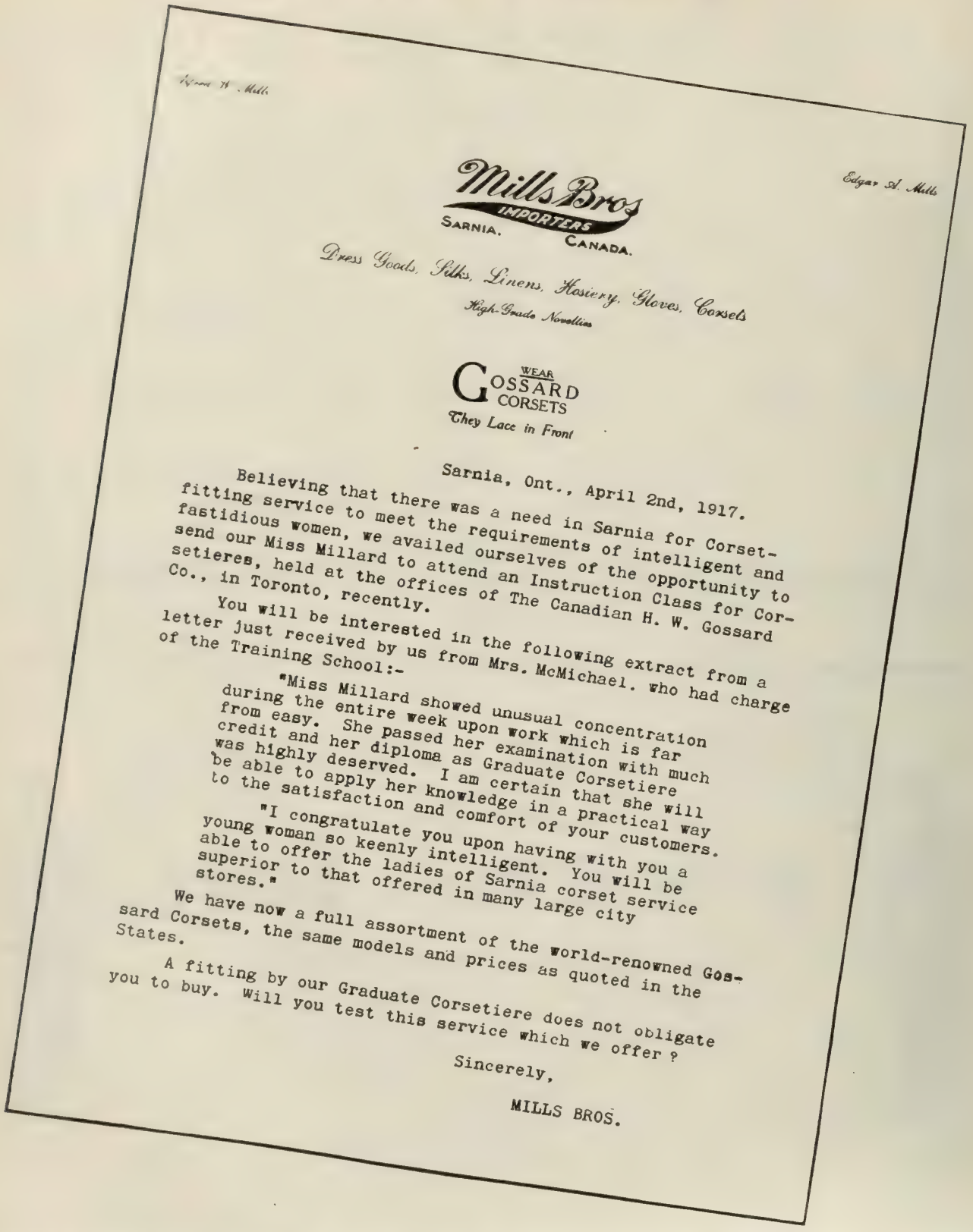
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Mogul Apron

H. S. Peters, Limited, Welland, Ontario

Worth Reading



Edgar A. Mills

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IMPORTERS
SARNIA. CANADA.

Dress Goods, Silks, Linens, Hosiery, Gloves, Corsets
High-Grade Novelties

WEAR
GOSSARD
CORSETS
They Lace in Front

Sarnia, Ont., April 2nd, 1917.

Believing that there was a need in Sarnia for Corset-fitting service to meet the requirements of intelligent and fastidious women, we availed ourselves of the opportunity to send our Miss Millard to attend an Instruction Class for Corsetieres, held at the offices of The Canadian H. W. Gossard Co., in Toronto, recently.

You will be interested in the following extract from a letter just received by us from Mrs. McMichael. who had charge of the Training School:-

"Miss Millard showed unusual concentration during the entire week upon work which is far from easy. She passed her examination with much credit and her diploma as Graduate Corsetiere was highly deserved. I am certain that she will be able to apply her knowledge in a practical way to the satisfaction and comfort of your customers.

"I congratulate you upon having with you a young woman so keenly intelligent. You will be able to offer the ladies of Sarnia corset service superior to that offered in many large city stores."

We have now a full assortment of the world-renowned Gossard Corsets, the same models and prices as quoted in the States.

A fitting by our Graduate Corsetiere does not obligate you to buy. Will you test this service which we offer ?

Sincerely,

MILLS BROS.

How one merchant is profiting by selling Gossard Corsets through the skilled services of a graduate corsetiere.

If you are interested in Gossard Corsets and Brassieres (and you should be if you want your corset department to show quick turnovers, bigger profits and permanent satisfied customers), or if you would like to know more about the Gossard Training School, write to

THE CANADIAN H. W. GOSSARD COMPANY, LIMITED
284-286 West King St. Toronto, Canada



Watch the Gem Dress House for One Price Dress Only.

A Typical "Reldaw" Value

You can see for yourself in this charming Coat-Dress, a big reason why our showrooms were constantly crowded during the Market Season just drawing to a close.

Garments of such exclusive design and High-Grade Workmanship offer unsual profit-making opportunities, for none of them are High in Price.

Let us send you a style selection of our leading numbers.

Harry Wadler, The Gem Dress House, Inc.
105 MADISON AVENUE
NEW YORK CITY

MILLINERY

SEASON COMING of FEATHERS, WINGS, FLOWERS

Vogue of Chinese Ornaments Was Brief—Black Hat Popular—Wide Ribbons Becoming Stronger—Lisere, Tagal and Milan Lead in Straws—Chartreuse, Sand, Japan Blue—Felts for Sports Wear

AS WAS expected, the life of queer looking Chinese ornaments of beads, coins, tassels, etc., was of comparatively short duration. It is now about ended in the large centres. Wholesalers are surprised, however, at the interest which these trimmings have created with more distant buyers. Orders are still coming in from many small places for this style of ornament.



Large loops of ribbon and transparent border.

Feather, Wing and Black Hat Period

Meanwhile, we pass on to the feather and wing period and the season of the black hat. Black lisere and Milan shapes are selling in huge quantities just now, and the favorite trimmings are wings, fancy mounts, burnt peacock, glycerined ostrich, ornaments of embroidery jet and sequins, numid and some small flowers and glazed fruit.

Flower Season Certain

Milliners are afraid that a flower season is pending, that hats are to be charmingly summery, but that the flowers will not, in the majority of cases, be very large. Roses, of course, will be good, but smaller types rule for other varieties. One model of black hair lace at Holt, Renfrew's has a wreath of various kinds of flowers, among which are lifelike marsh-marigolds.

Many are the uses of narrow ribbons still. One novel model had China blue grosgrain in ⅜-inch width stitched in double rows to suggest a plaid pattern on a black lisere sailor. Then narrow blue velvet ribbon rippled on one edge marked the joining in the middle brim of the navy straw braid and navy Georgette in a Breton sailor: a 2-inch fold of grey ostrich around the edge and a grey ostrich mount made an attractive finish.

Velvet ribbons in cerise, gold, sand, and Paddy green are also used to a considerable extent.

Wide ribbon is increasing daily, in millinery uses. Fancies are confined to sports hats and matched sets, but wide faille and grosgrain ribbons up to 6-inch width are being used to quite an extent.

The Leading Colors

Chartreuse, sand, cerise, Japan blue and old gold, are the leading colors in these ribbons, and they are usually shown on navy or black shapes of lisere, or of Georgette, with tagal braid. They may form crown, sides, with close tailored loops, flanges, sometimes very large wing-like loops are made of it, or again a knot is shown with deeply fringed ends. One firm finds the sand and black combination a particularly good seller. Cerise and navy is also good.

Lisere, tagal, and milan remain the big leaders in straws. Hair lace is being shown a good deal and is expected to be very popular later in the season. One wholesaler remarked, however, that it would not have the run here that it will in New York, because of the almost entire absence of social functions in Canada.

Few White Braids Seen

Noticeably absent this year is any mention of white hats apart from Panamas and sports types. It seems difficult to obtain a good white in the braids on account of



A New York Model

Soft black tagal with moire ribbon and satin flower-motifs. The satin streamers are features of many dressy Summer hats.

the scarcity of bleaching chemicals, and this is suggested by one buyer as the reason for the few white braids.

One attractive novelty seen by the REVIEW had none other than self-trimming. It was a capeline of biscuit colored Georgette; the frame was bound with the Georgette and the brim made of strands of the same material wound in spider-web fashion from wire to wire.

Felts Will be Popular

Both buyers and sellers who are interested in felt sports hats state that these will be stronger this year than ever before. One wholesaler has ordered five times as many as he did last year. The small amount of trimming that has been placed on all hats during the past season is said to be partly responsible for the increased demand for these felt hats for they are to be worn on the streets as well as for sports events. Flop and mushroom shapes are to be especially good and they come in all the popular colors shown in sweater coats. They will be in solid and two-tone effects with grosgrain or small ornament trimming. The painted effects are quite passe this year.

The wool used in the manufacture of these felt hats has advanced from 60 cents a pound to $1 in the last four months, and is expected to be $2 by next Fall, and therefore slightly higher prices than last year will probably prevail.

New York Views

NEW YORK, April 2.—During the past month a number of interesting fashion shows have taken place, and among them millinery importations have had no small place. Models by our own milliners have attracted much attention also. The "Easter Bonnet" remains the most important item of women's Spring apparel.



The Chinese hat is a leader.

Black Hat Prominent

While wholesalers, importers, and specialty shops continue to display almost every known type and color of hat, there is a decided run on black hats just now. It looks as if black is going to be strong throughout the Summer, too, for the predominant note in late season and dress models is black hair lace. Of course, exquisite touches of color are allowed on these black shapes.

Just now, however, the type of hat favored is that of Milan or lisere with wing, burnt ostrich or burnt goose feather trimming; some ribbon and small flower ornamentations are worn also.

While the all-fabric street hat has now had its season, fabrics are still a necessary material in the millinery workshop. They are used for crown, sides, facing, brims, sometimes for the whole crown. Women like the hand-made effect given by a combination of fabric and straw.

Crowns are all high this year and trimmings are rapidly becoming more profuse. Flowers will be very widely used, not piles of them on one hat, but quite enough to gain a real summery effect.

Large Cloches and Bretons

In shapes, the large cloches and Bretons are leaders. High toques, directoire bonnets, capelines, flappy leghorns, and models in Asiatic contour are shown frequently with fascinating trims of ribbon, crepe, flowers, fruit, or feathers. Much handwork is required in the production of the best models, but it is inclining more to the real milliner's art than to the work of art embroidery, and with this tendency the average milliner is highly pleased.



A New Creation

Navy blue lisere with Chinese contour. The only trimmings are the two large loops which you see, of wide Chartreuse faille ribbon. Shown by John D. Ivey, Toronto.

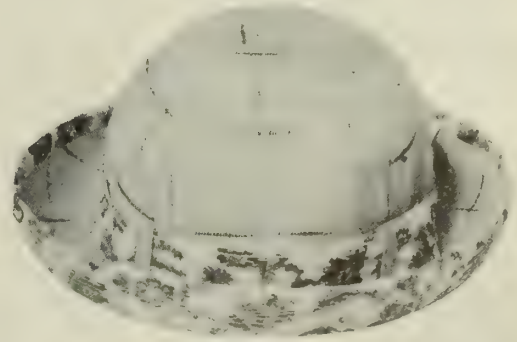
To replace the hand embroidery one of the newest French trims is a wide taffeta ribbon in black or grey embroidered in large red poppies, daisies and bluets.

A model from London is a small sailor in a combination of Georgette and hemp in terra cotta; at the base of the crown is a wreath of tiny shell flowers, queer beads and fruit clusters in a wonderful and brilliant color blending.

Velours for Fall

Hat manufacturers state that velours are to be in very great demand for early Fall; shapes and colors are undecided until the millinery designers place their marks upon the body hats. One manufacturer expects that later in the season clipped beavers will appear.

New Outing Hat



Of figured canvas, round shape, flowered silk band and brim. Made by the Boston Cap Co., Montreal.

MALINES MALINES

which are different — *you can't substitute*

DYNAMO BRAND

ASK for the

"DYNAMO BRAND" RAINPROOF MALINE

The ORIGINAL Guaranteed Rainproof Maline

The "DYNAMO BRAND" RAINPROOF MALINE is guaranteed against:

Rain
Dampness
Snow
Sun
Perspiration

"DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other makes

To be had from

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Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

WHO SAID LACES?

IF YOU SELL LACES—THIS IS FOR YOU

Mr. Merchant if you want to make money on your buying, here is your chance. From the 15th of April to the 31st of May we are offering

10% Trade discount

in addition to the regular 3/30 or 5/10. Goods must be shipped when sold and dated the first of the following month only.

This special discount applies to the following lines only: Valenciennes, Torchon, Linens, Beadings, Maltese Shepshed, Black or White Chantilly, Washerwoman Silk, Armenian Baby Edges, Shadow and Oriental Flouncing, Hand-Made Torchons, Lace Footings and Narrow Shadow Laces. Trimming Laces and Bandings.

But Does Not Include

Veiling, Veils, Metal or net top laces, Guipures, Allovers, Embroideries, Ninons, Crepes, Silk or Cotton Nets, Chiffons or other piece goods.

We have in stock about $200,000 worth of Laces alone. We want to cut this in half the next six weeks.

It will pay you, Mr. Buyer, to look into this offer; there is nothing wrong with the goods. We simply want to make a record sales for April and May.

Come in the house. See our salesman (if he does not call, drop us a card), or let us send you an assortment. Mention the lines you most desire, and the amount you can stand.

We Cannot Send Samples of Laces

The range is too large.

This is a remarkable offer in the present state of the advancing market. The style this season features all Laces, very strongly.

In addition to the above, we have just received large shipments of separate Veils and Veilings with Metal and Embroidered Decorations.

Plain Hexagon and Hair Line and a large variety of dotted borders, all prices. Black and Colors.

Something extra nice in Mourning Veilings; from the chiffon at 15c and 18c per yard we have the coarse and fine net, plain, or with ribbon or fancy crepe borders. All prices.

Ninons, we have a heavy cloth in all colors that cannot be beaten in the trade, 75c. **See this.**

Malines, guaranteed waterproof, fast colors, all shades, 18½c.

Now, Mr. Merchant, it is up to you—if you have the money we have the goods.

Latest advice from Nottingham says, all classes of cotton lace advance 20% April 1st.

The Canada Veiling Company, Ltd.

84-86 WELLINGTON STREET WEST - TORONTO, ONTARIO

REGISTERED TRADE MARK

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VELVETEENS

owe their richness and suppleness to the dyer. They undergo more processes at his hands and make greater demands on his art than do any other materials.

For centuries Manchester has been the centre of the world's velveteen trade, and here the art of dyeing and finishing velveteen and kindred goods has attained its highest development.

The firm of J. & J. M. Worrall, Ltd., dates back a century and a half, and from their Ordsall Works, which now cover many acres, have come not a few of the improvements which have given the velveteens of to-day the beauty and lustre which have won for them such world-wide popularity.

The introduction of Worrall's Fast-tone rubbing dyes some years ago opened a new chapter in the history of the industry and well informed velveteen buyers the world over—more particularly when buying for costume purposes—now insist on a guarantee that their cloths are in Worrall's Fast Dyes.

GRAND PRIX



FRANCO BRITISH EXHIBITION 1908

WORRALL'S

FAST-DYED VELVETEENS

DYED AND FINISHED BY

J & J.M. WORRALL LTD MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD

GRAND PRIX



TURIN EXHIBITION 1911.

J. & J. M. WORRALL, LIMITED, ARE NOT MERCHANTS, SO ALL ENQUIRIES FOR VELVETEENS IN THEIR DYES SHOULD BE SENT THROUGH THE USUAL WHOLESALE CHANNELS



Knit not woven, which means a degree of porosity and absorbency not to be equaled by woven cloths like jean or nainsook.

Every garment—shirt, drawer or union suit — cut individually by hand from pattern, assuring fullness in seat, across the shoulder and at armholes.

Only the best grades of trimmings used and tailored to perfection—a man's underwear — made manfashion.

You'll find LAWRENCE BALBRIGGANS a favorite with men who know value — trade-builders and sustainers.

Made the same for over sixty years, and perfect in quality to-day in the face of a rising market.

All styles including the favorite athletic models.

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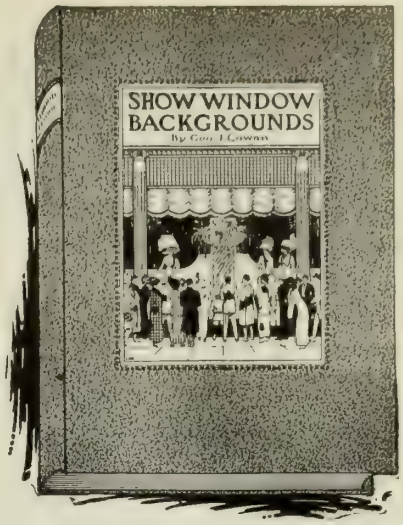
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BOSTON PHILADELPHIA CHICAGO



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN

Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows.
Christmas Windows.

Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*

Sale Windows,
Bas Relief Backgrounds,
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at $1.70.

The MacLean Publishing Company, Ltd.

143-153 University Avenue, Toronto



An architect's drawing of Sherbourne House Club quarters as they will be.

A $500,000 HOME FOR STORE GIRLS

THERE was opened up a short time ago a beautiful home for the girls from outside Toronto, employed in the Robert Simpson Co.'s store. This was the gift of the General Manager, Mr. H. H. Fudger, and when it is complete will represent in the neighborhood of $500,000. It is a unique experiment that will be watched with keen interest by hosts of large employers of labor in Canada.

To come to a bald statement, a girl employed in the store or Mail Order Department who has no home in the city may have board and an attractive single room for $4.50 a week, and the advantage of the club rooms, reception and drawing rooms, library, sun room, sewing room and infirmary. The bedrooms lack the institutional sameness; their fumed oak, grey, oak or mahogany furniture, with this and the draperies artistically chosen by Mr. Colebrook, buyer in these departments, are suggestive of home.

The dietary is under the direction of Miss Goldie, a graduate of the Macdonald Institute at Guelph; the infirmary is under the care of a graduate resident nurse, Miss Florence Bollert, while educative classes, all voluntary, will be held in English, reading, cooking, sewing, physical culture, hygiene, current topics and First Aid.

Under the superintendent, Miss M. L. Bollert, M.A. —a graduate of Toronto University, and post-graduate of Columbia, who left Columbia staff last year to take charge of the educational department of the store —an effort will be made to secure a wholesome, happy development of the girl inmates of Sherbourne House Club.

In our next issue this subject will be considered more in detail. Meanwhile DRY GOODS REVIEW desires to express its sincere good wishes that its generous founder may receive as generous a return in the form of a fulfilment of his noble aim.



MISS M. L. BOLLERT,, M.A.
Superintendent Sherbourne House Club.

ACTIVE FOR LACES

Insertions Stronger—Round-hole Vals—Oriental Laces for Camisoles—Crystal Cloth Edgings

QUITE AN active season in laces is in progress. The sheer blouses and gowns worn so much, demand dainty underwear, and it seems that many women prefer fine sewing to fancy work. They consume a goodly quantity of laces and edgings of all kinds.

Insertions are stronger than for a long time. There is some increasing demand of late for insertions and edgings to match

Great Call for Torchons

Round hole vals are exceptionally good at present. So, too, are flat Venise laces and insertions and both black and white Chantilly. One firm reports that it cannot obtain torchon effects in sufficient quantities for the big demand. It is used extensively for table and boudoir linen, as well as for lingerie.

New Camisole Laces

Camisole laces in points, deep scallops and wall of Troy borders, are all being taken up quickly. A new tendency is apparent recently, too, for a popularity of Oriental "net top" laces for camisoles. A new feature of these laces is that they come in designs especially for that purpose.

Fine Quality in Demand

Crystal cloth edgings are very good for baby flouncings, underskirts, etc. The demand is for neat, fine patterns on good material, rather than anything heavy, splashy, and cheap. In both narrow and wide, colored work is about as strong as all white.

Made up camisole and gown tops made up of fine laces are reported selling very well.

Topics of Interest to Every Merchant

LINOLEUMS AND OILCLOTHS ADVANCE

THE FOLLOWING announcement of advances in British linoleums and oil cloths has been received by DRY GOODS REVIEW from Messrs. John Mather & Co., Montreal:—

"We beg to advise having received the following cable from factory:—

'Prices advanced as from and including twenty-third instant. Linoleums, Cork Carpet, Inlaids fifteen per cent. Floor cloths seven and half per cent. on net invoice prices.'"

FLAX AND THE LINEN SITUATION

SOME VERY interesting figures that will prove helpful to linen buyers in coming to a conclusion in regard to their attitude towards present market conditions have been furnished to DRY GOODS REVIEW by that veteran and pioneer, in many respects, among linen men in Canada, Mr. R. H. Cosbie.

Last year larger deliveries of flax from Russia and a temporary cessation of War Office orders caused a temporary easing of prices. A rather different condition obtains to-day.

The imports from Russia during the past three years are interesting:—

1914—70,040 tons.
1915—61,645 tons.
1916—74,145 tons.

Spinners held large stocks at the beginning of the war and this was not used up before May, 1916. Scarcity of flax this season is in reality greater than before and the War Office demands are heavier.

The acreage under flax in Ireland in 1916 was 91,454 acres; 53,143 in 1915. Because of bad weather the 1915 yield was below the average.

The prices for Russian and Irish flax since 1913 are:—

	1913	1914	1915	1916
(Delivered in Belfast.)				
Pernan Livonian D.....	£32	£76	£85	£100
Riga Livonian	£26	£68	£77	£92
Irish—per stone	9/10	19/6	25/–	30/–

Within the past month or so, Russian flax has risen to £140 per ton, while Irish flax remains at about the same figure. Most of the need for the 1917 Irish crop will be imported. Some hope is expressed that the recent removal by the Dutch Government of the embarog on flax export will allow some to reach Ireland. The Russian acreage is only about 50 per cent. of last year.

CHAMOISETTE GLOVES MADE IN TORONTO

IT WIIL BE welcome news to many that Toronto is now producing a real chamoisette glove. The makers are highly delighted with their first product which in appearance is a duplicate of the German product once so popular.

The machinery required for making the chamoisette was not to be had outside of Germany formerly. It required a very special kind of works and fine comb for shrinking and combing the cotton material, giving it the peculiar chamois effect. It is claimed now, however, that the exact machine used in Germany before is now erected and operating here. Even the shadow-stripe on the inside of the German glove is to be seen on the new models. So far the colors made are all white, white with black points, and grey, and they will retail at $1.00. Quarter sizes have not been attempted yet, but will be in time. While the price is higher than for pre-war German goods, the makers are not anticipating any trouble from German competition after the war. German goods, even if they should get into this country, will be considerably higher than before, and Canadian prices will no doubt adjust themselves to the requirements of conditions.

WAR RELICS FROM MAJOR R. S. PENTECOST

MR. R. W. PENTECOST, of the W. R. Brock Company, has just received a most interesting collection of battle trophies from his son, Major R. S. Pentecost, medical officer of a Toronto battalion of the second contingent. The warlike array, which is on exhibition in Mr. Pentecost's office, consists of equipment carried by both British and Germans, and includes a steel helmet pierced in three places by bullets. The "soup plate" is said to have been worn by Sergt. Harfield until he was knocked out at St. Eloi on May 21st last, when two of his comrades beside him were killed by the same shell which has left its mark on the helmet.

Included in the collection are maps, noses of shells picked up at St. Eloi and the Somme, a medical book, a Prussian forage cap, a revolver taken from the body of a Prussian officer killed at the Somme, the old gas mask worn by Major Pentecost, and a German bayonet. An empty shell case, being all that was left of the missile which fell six feet from the Toronto officer at Snipers' Barn last year, bears testimony to the narrow escape of Major Pentecost and Capt. Heron, M.C., D.S.O., who crept out together to the barn to observe the enemy line. The officers were seen and subjected to a heavy shell fire, but were successful in escaping to a place of safety.

NO JUTE FOR BATHING SHOES

ONE OF THE LARGEST Canadian makers of bathing shoes remarked to DRY GOODS REVIEW that it is almost impossible to procure a satisfactory bathing shoe at present. Rubber, cork, felt, and other materials are put into them, but it seems as if none of them can be made to withstand the ravages of sun, sand, and water. The felt shrinks and loses its shape, the cork crumbles, and the rubber warps. There was obtainable at one time a sole made of woven hemp or jute, which was very satisfactory and wore well. It was made in Austria, but cannot be reproduced here at present, because of the lack of jute. Until supplies of it are procurable, or until someone discovers something more plentiful and having suitable properties for the purpose, we shall have to content ourselves with bathing shoes as they are.

STIFFER PRICES FROM U.S. ENTRY INTO WAR

No Radical Changes Immediately Expected—Greater Scarcity of Goods From Use of Labor for Munitions—No Increase in Retail Buying.

WHAT effect will the entry of the United States into the war have on dry goods lines in Canada?

As we go to press this question is agitating all classes, the retailer, jobber and manufacturer almost equally, and DRY GOODS REVIEW made a rapid survey of various lines where price or other changes seemed likely to be affected.

There is a consensus of opinion that few radical differences will occur immediately. That is, no one looks for a rapid rise in any line of raw or made-up material. On the other hand there is equal agreement that the ultimate effect will be a tightening of prices all along the line, not only in the United States, but in Canada, Great Britain and the rest of Europe. Raw cotton will go up; so will the manufactured goods; woolens may be influenced just as seriously. Gradually with the renewed activity in the making of munitions and in enlistment, labor will become scarce in the ordinary industries, and wages keep rising. In a word, the war will not create new conditions so much as it will intensify conditions that have been present for more than a year past.

The active head of one of Canada's largest wholesales, who has been in close touch with New York declared that prices would stiffen as a result of the active war operations across the border.

No Increased Stocking Up in States

"Will there be increased buying by the jobbers and retailers? I do not think so. They have been buying heavily all year, for selling has been good and the scarcity induced buying. I do not think the war will change this: they will not feel safe in buying more heavily than they have owing to the high prices.

"Cottons and woolens are certain to go up gradually, but there will be no quick market. However, there is such a close relation between all the world markets that cottons and woolens in England and Canada must go up at the same time.

"So far as raw cotton is concerned it is bound to go up. My opinion all along has been that when war stops raw cotton will jump—after a brief interval of a decline—more than ever, as everybody will require it."

Will Not Advance Except in Flannellettes

The head of the cottons (prints, etc.) department of a leading wholesale house told DRY GOODS REVIEW that his firm would not advance their Fall lines, even if the mills did, until they were pretty well sold up on the goods they had contracted for for Fall. One exception was flannelette, and this would follow the mill as they had no stocks on hand, it was so scarce. He did not look for an advance in prints for some time. All the mills had their raw cotton bought for all the Fall orders they had on hand.

Will Not Buy Beyond Fall

"In spite of what may come we do not intend to cover ourselves for more than the Fall season," he added.

A housefurnishings buyer looked for a stiffening of prices and an increase shortly in scrims, cretonnes, rugs, etc., in the United States.

The head of the department of woolen goods saw also higher prices, accelerated by the action of the United States.

"I have had a glimpse of prices for Spring, 1918, —and they would make you gasp! Twenty-five? Yes, fifty per cent. over 1917 prices."

A manufacturer of ready-to-wear, Mr. Pullan, declared that during the past year he had done more shifting back to English mills. In 1915-16 we were getting 7/8 from the States, now it is the other way, 7/8 of our imports are from England."

Practically all of his buying had been done for Fall, but he thought prices of made-up lines would advance in the States.

The majority of wholesalers, indeed, have not yet come to any definite conclusions as to just what the effect will be of the entrance of the United States into the war.

Silks Co., Ltd., believe that the effects on silks will be puzzling to a certain extent. A good deal of surplus supplies of raw silk that have been withheld will now be placed on the market because of the inability of mills to manufacture it. If, under the new conditions mills either will not have sufficient labor to use up raw material to any extent or will be given over to the making of munitions, then it will be of no advantage for raw silks to be stored up and in order to dispose of it the prices will doubtless be moderated.

Some of Simpler Silks Cheaper

The simpler weaves like Habutai will probably be continued and should be plentiful and at a slightly lower price than at present. Many of the more difficult weaves such as all lines of crepes will be discontinued by a number of firms and these will thereby become scarcer and possibly higher in price. Deliveries are slow and irregular at present and there is every reason to expect that there will be no improvement.

Small Wares Will Advance

Mr. Wrinch, of Wrinch, McLaren & Co., and Mr. Walsh, of Will P. White, are of the opinion that all smallwares made of metals, will be materially advanced. All metal goods have been steadily increasing in price ever since the war began and it is expected that the new call will curtail supplies and increase prices in the very near future. If an army is raised and sent over to Europe the jump will be greater than ever. In other smallwares no radical changes are looked for since the conditions in their production will probably be little different to those of the past year. Labor difficulties may increase and the general rate of increase in prices continue accordingly but conditions should be no worse than they have been.

Mr. Hambly, of Hambly and Wilson thinks that dealers who carry cotton stocks of any size would be on the safer side if they have a fair supply on hand but conditions will not be radically different from what they have been. The greatest change will have to be met after peace is declared for the entrance of the U.S. into the war will make the period of readjustment more critical there than it would otherwise have been, and in that respect the result will be more effective than any immediate changes will be.

Mr. Donald Sutherland thinks that the new factor in the war will make no great difference so far as cottons are concerned. They have been continually creeping up in price with bad deliveries and the call for cotton for munitions has already been great. The rise will continue but

with no sudden leap and there will be no tendency to drop. Novelties will probably be higher in price than ever, but these are always based on current rates since no one buys them for any time ahead. As to staples we shall continue to get a fair amount from England and from our own mills so that difficulties will probably be no greater on the whole than they have been.

Several point out that conditions in the States cannot show the same changes as have taken place in Canada. For one thing the war is getting nearer a finish, and the call of men to the army will not take off anything like the percentage that Canadian recruiting has.

DRY GOODS REVIEW, for all the promises of higher prices, will end with the advice it this issue. **Do not stock up beyond what you feel certain you can sell during the Fall season.**

HINTS TO BUYERS

JAPANESE KIMONAS

Geo. Borgfeldt & Co., have added Japanese kimonas in both cotton and silk, and Japanese handkerchiefs, to their lines of fancy goods.

STEEL DOOR MATS, BOX STRAPPING, ETC

THE ACME Steel Co., of Chicago, have formed a Canadian company under the direction of J. E. Beauchamp, Montreal, who has been appointed sales manager. They manufacture steel door mats, box strapping, and other specialties.

MERCHANTS' BUSINESS BUILDING SERVICE

The Reporter Service Bureau, of Chicago, and La Parisienne Art Service, of New York, both of whom have long been furnishing retail merchants advertising services, have been combined into one organization, which will be continued under the name of the "Merchants' Business Building Service."

Both the New York and the Chicago offices will be maintained as in the past, in order that the merchants anywhere can be assured prompt service. The company will confine their work, as in the past, solely to department, general, dry goods, clothing, and shoe stores.

The services rendered comprises the furnishing of business building plans and ideas, the writing of advertising and cuts to illustrate them, window cards, and so forth.

CARD OF RIBBON SHADES AND STYLES

Belding Paul, Corticelli, Ltd., the ribbon manufacturers of Montreal, are sending out a new miniature card of ribbon shades and styles of ribbon staples to their friends and customers. The card is a neat reference and guide to the buyer of ribbons in the trade interested. A copy will be sent on application.

NARROW RIBBONS GOOD YET

A MONTREAL report states that narrow ribbons are passing, but a Toronto wholesaler finds them stronger than ever and thinks they will remain so throughout the year. One of the largest Toronto retailers states that narrow ribbons are now enjoying the best demand they have ever had and that this will continue at least until the end of June.

A NEW type of couch-hammock is claimed to be comfortable as well as useful. It has a full-upholstered back and is covered with 10-ounce duck in new color effects.

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JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *Vice-President.*

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For immediate and future delivery. The newest on the market. Equal to the best.
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Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
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Offices Throughout the Civilized World.
OFFICES IN CANADA:
Calgary, Alta. Edmonton, Alta. Halifax, N.S. London, Ont. Ottawa, Ont. St. John, N.B. Vancouver, B.C. Victoria, B.C. Hamilton, Ont. Montreal, Que. Quebec, Que. Toronto, Ont. Winnipeg, Man.
Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

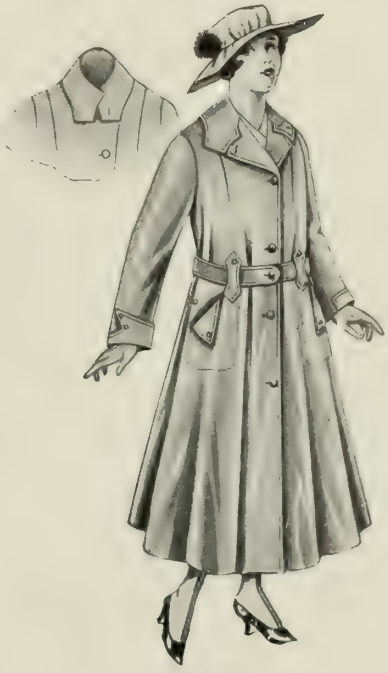
"DOMINION" RAINCOATS

Made in Canada

Two of the new garments we are showing this season. These are worthy representatives of a range of styles and values that cannot be duplicated within your reach.



ALEXANDRIA



PRINCESS

For price lists and further information, write our nearest branch.

Canadian Consolidated Rubber Co.

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Silks and Satins

Exclusive sport designs of the latest, up-to-the-minute patterns in Natural and Colored Tussahs, Crepes and Poplins.

Unique creations of our own designing in novelty colored combination stripes, for separate skirts, dresses, etc.

Place your Fall orders now for Gilt Edge, yarn-dyed lining satin. Guaranteed for two seasons' wear.

Belding Paul Corticelli
Limited
Montreal Toronto Winnipeg
Vancouver



We manufacture Corticelli and Beldings Spool Silk. Also Ribbons, Braids, Tapes and Bindings.

DRY GOODS REVIEW

VOL. XXIX. No. 5. MAY, 1917.



Featuring
Trade-Marks
and
Summer Goods

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVENUE, TORONTO



Regimental Stripes

Strike a note, in your displays, that will keep your stocks showy and pretentious. Order frequent additions of accepted styles like these. Lead the way for Spring and Summer Sports.

LEFT: Suit Style 926. Regimental Stripe Wool Jersey. Collar and Revers trimmed with plain white Jersey. Sash Belt. Plain skirt. Separate belt. 945 Gold and White, 946 Rose and White and 951 Heliotrope and White; at $17.50.

RIGHT: Suit Style 924. Regimental Stripe Silk Jersey. Sash Belt. Skirt with fancy cut pockets. Separate Belt. 803 Rose and White, 876 Gold and French Blue, 877 Gold and French Rose, 878 Gold and Navy, 879 Gold and Turquoise, 880 Gold and Hunter Green, 884 Gold and White; at $17.50.

NEW YORK
6th Ave. Bldg., 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.

SEASONABLE GOODS

FOR

Spring and Summer Sales

We are showing this season a magnificent assortment of light goods and Summer Novelties. Among other lines we draw your attention to the following Leaders from our stock:—

SPORT TUSSAH—In plain colors, including shades such as Yacht, Jade, Snowshoe, Basket Ball, Baseball, etc., also the new Oriental Printed Designs in the same cloth.

JAPANESE PATTERN VOILE—We have a very nice line in white and tan grounds.

SILK CHIFFON—36-inch in all shades, including the following up-to-date colorings: Jade, Snowshoe, Chartreuse, Toboggan, Golf, Spring, Skating, Yacht, and Basket Ball.

Silks are in great demand for Summer and Fall

The silk situation is growing a very serious problem and those firms who have placed early are able to serve their customers from 10 per cent. to 25 per cent. cheaper than placing orders right now with the manufacturers.

We are in this position, our prices are exceptional, and our stock complete—one visit to our warehouse will convince you of this.

Among our principal lines are:—
New Taffeta, Overchecks in exclusive color combinations, New Plain Taffetas in dark colorings—the very latest fad for immediate selling.

Vast range of Chiffon, Taffetas in a large assortment of the season's newest shades.

Colored Paillette Silks, and colored Crepe de Chines, at prices which cannot be repeated except at 20 per cent. advance.

Greenshields Limited

17 VICTORIA SQUARE MONTREAL

Everything in Dry Goods



A TRUTH bears constant repetition!

"B. D. A. Means Mohair of Maximum Merit"

is being repeated by wholesalers, retailers, garment manufacturers, dress goods buyers, advertising writers, salespeople and others throughout the wide world!

No dress goods department can achieve its maximum profit possibilities without a good showing of English Mohairs—the fabrics of world-wide popularity—and

"B. D. A. Means Mohair of Maximum Merit"

The BRADFORD DYERS' ASSOCIATION, Ltd.
of Bradford, England

SEE US FIRST FOR

Summer Dress Goods and Suitings

We offer you Summer Dress Goods and Suitings that will increase both your turnover and your profits.

Bright, Attractive Designs,

Newest Weaves and Colorings.

All Ready to Ship Now.

White Drill 28/29", to retail @ 15c per yard and up. Exceptionally suitable for Middies. Soft, yet most durable.

White Pique, suitable for either Skirts or Middies, to retail @ 20c per yard and up. All weights, in fine, medium or large cord.

"Kooloff" Gabardine Suiting. The very newest designs and colorings in this popular cloth. On Tan or White Grounds, with the scattered ring patterns or stripes, in all best shades. 36" wide, rolled double, retail @ 75c. Cannot be beaten for sport suits or outing skirts.

Ask us for samples of our Summer Dress Goods. We have an extra good stock in Poplins, Piques, Crepes, Mulls, Voiles, Tussah Silks, etc.



John M. Garland, Son & Co., Ltd.

Corner Queen and O'Connor Streets

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In order to protect the trade from unworthy substitutes, we have adopted



this trade mark which guarantees the value of our goods.

THE

PACIFIC MILLS

Lawrence, Mass., Dover, N.H. and Columbia, S.C.

produce very large and complete lines of cotton, cotton warp and all wool dress fabrics. Among our regular lines are:

COTTONS	COTTON WARPS	ALL WOOLS
SERPENTINE CREPE	BRILLIANTINES	STORM SERGES
MODETTE	SICILIANS	FINE FRENCH SERGES
BEACH CLOTH	FANCY LUSTERS	GABARDINES
DUCKLING FLEECE	STORM SERGES	CREPES
MELTON VELLON	FRENCH SERGES	TAFFETAS
POLONIA VELOUR	PANAMAS	PRUNELLAS
POPLINS	GRANITES	OTTOMANS
PONGEES	LININGS	HENRIETTAS
BATISTES	CHALLIES	POPLINS
DRAPERIES	BATISTES	COVERT CLOTHS
		PANAMAS

The beautiful and fancy colorings, up-to-date styles and uniform high quality of these fabrics, have created such a demand for them that the Pacific Mills to-day are the leading manufacturers and printers of cotton fabrics, and the largest manufacturers of cotton warp and all wool dress goods in the world.

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Branch Houses: PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO

"SHEPHERDESS" HOSIERY

Ask for Samples

See our Travellers

Visit the House

Standard Lines

For Delivery

May 25th, 1917

CASHMERE AND WOOL HOSE
FULL RANGE
FALL, 1916, PRICES



Standard Lines

For Delivery

"At Once"

SILKS AND LISLES
FULL RANGE
FALL, 1916, PRICES

"SHEPHERDESS" HOSIERY

"SHEPHERDESS" HOSIERY

"SHEPHERDESS" HOSIERY

ALPHONSE RACINE, LIMITED

60-82 ST. PAUL STREET WEST - MONTREAL

DRY GOODS JOBBERS AND MANUFACTURERS

Sample Rooms:—Ottawa Quebec Sherbrooke Three-Rivers Sydney, N.S.

Factories:—Beaubien Street, Montreal; St. Denis, Que.; Ste. Croix, Que.; St. Hyacinthe, Que.

REGISTERED TRADE MARK

WORRALL'S
FAST DYES
VELVETEENS

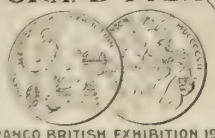
owe their richness and suppleness to the dyer. They undergo more processes at his hands and make greater demands on his art than do any other materials.

For centuries Manchester has been the centre of the world's velveteen trade, and here the art of dyeing and finishing velveteen and kindred goods has attained its highest development.

The firm of J. & J. M. Worrall, Ltd., dates back a century and a half, and from their Ordsall Works, which now cover many acres, have come not a few of the improvements which have given the velveteens of to-day the beauty and lustre which have won for them such world-wide popularity.

The introduction of Worrall's Fast-tone rubbing dyes some years ago opened a new chapter in the history of the industry and well informed velveteen buyers the world over—more particularly when buying for costume purposes—now insist on a guarantee that their cloths are in Worrall's Fast Dyes.

GRAND PRIX



FRANCO BRITISH EXHIBITION 1908

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J & J.M. WORRALL LTD MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD

GRAND PRIX



TURIN EXHIBITION 1911.

J. & J. M. WORRALL, LIMITED, ARE NOT MERCHANTS, SO ALL ENQUIRIES FOR VELVETEENS IN THEIR DYES SHOULD BE SENT THROUGH THE USUAL WHOLESALE CHANNELS

THE WOMAN'S MAGAZINE REFUSES ALL MAIL ORDER ADVERTISING

THE NEW IDEA PUBLISHING COMPANY has closed the columns of THE WOMAN'S MAGAZINE to all mail order advertising of those products suitable for sale by retail stores. This ruling took effect with the April issue.

While this policy entails a heavy financial sacrifice on our part, we believe it to be for the best interests of our subscribers, our advertisers, and the merchants of the country.

The great selling power of THE WOMAN'S MAGAZINE, therefore, now works for the local merchant and the local merchant alone, and since it so works, the local merchant should work to increase its circulation.

THE NEW IDEA PUBLISHING CO.

636 Broadway, New York City

THE WOMAN'S MAGAZINE styles are reprod uced by NEW IDEA PATTERNS

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

LONGCLOTH THOROUGHLY SHRUNK

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

EASY TO SEW.



STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK

If you want a reliable Hem-stitched Plain Bleached Sheet, enquire for the HAWORTH, with "SPERO" MAKE on selvedge—the most popular on the Market Each sheet stamped :—



When you want

QUALITY GOODS

ask for

HORROCKSES'

LONGCLOTHS, NAINSOOKS, MADAPOLAMS, or FLANNELETTES; also SHEETINGS, made-up PILLOW-CASES and SHEETS,

they are the standard of excellence in COTTON GOODS.

None genuine without the name "HORROCKSES" on the selvedge.

Horrockses, Crewdson & Co., Ltd., Manchester & London, England

Agent for Canada:

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Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

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Sydney,	**Post Office Chambers**
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J. Bonas & Son., Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.
Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener. Wilson Dress Hooks.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

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will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

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The Largest "Exclusively Sheet Music House" in the World

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TRADE MARK

A New Method of Waterproofing

Textile Fabrics

We guarantee all fabrics treated by our process unshrinkable, and will improve the dye. This process retains the original finish on all materials treated.

All materials are waterproof, but as porous as before treatment and non-absorbent.

The Tatelec process is absolutely non-injurious, in fact improves the finish of any cloth.

Can be used on the most delicate fabrics, such as silk, as well as any heavier material.

Further information and prices on request.

The Tate Electrolytic Waterproofing Processes, Limited

Canadian Plant:

282 St. Catherine Street West
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When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

"OLD BLEACH"

A Safe Mark to Guide Your Linen Buying

"Old Bleach" is a name that stands for beautiful Irish Linens, bleached exclusively by the sun.

All Irish Linens are good, but *"Old Bleach"* are the best.

"Old Bleach" are the only linens sold under *GUARANTEE* of Quality and Wear. Thus the dealer and consumer are protected.

FREE—"The Old Bleach Book." A handsomely gotten up treatise that gives interesting information about linen, the processes of bleaching, and some interesting historical facts. Write for a copy—the number is limited.

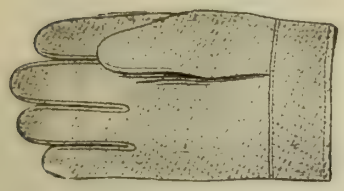


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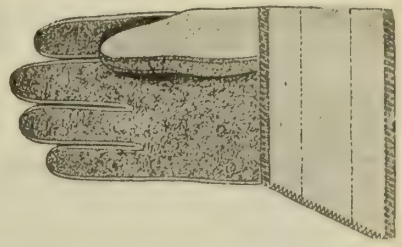
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TAPATCO
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BRAND



More Popular Than Ever!



The use of TAPATCO gauntlets and gloves is increasing with their increasing popularity. Dealers who relied upon TAPATCO Service have made worth-while profits.

Get in line with TAPATCO, and satisfy an increasing number of customers which are in every trade and industry.

The extensive TAPATCO line includes: Gauntlet, Knit Wrist or Band Top styles in Heavy, Medium or Light Weights, also Leather-Tip and Leather-Face Gloves and Jersey Gloves and Mitts, in Tan, Oxford or Slate.

Display this line more prominently during 1917.

Your jobber can supply you.

The American Pad and Textile Co.

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For Manufacturers of Design Fabrics,

including cloth, silks, oilcloth, wall paper, etc.

Photo-mechanical machines and processes for making **DESIGNS FOR PRINTING ROLLERS** and for placing same on rollers.

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Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
131,305	Feb. 28, 1911	137,393	Dec. 19, 1911	143,172	Oct. 8, 1912
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,277	Dec. 12, 1911	140,323	May, 14, 1912	149,258	July, 15, 1913
137,391	Dec. 19, 1911	140,760	May, 28, 1912	149,259	July 15, 1913
137,392	Dec. 19, 1911	141,157	June, 18, 1912		

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.

143-153 University Ave. - TORONTO, CANADA

ESTABLISHED 1849

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Offices Throughout the Civilized World.

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Reputation gained by long years of vigorous, conscientious and successful work.

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TORONTO, CANADA

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables : "Spero, Manchester."

Cotton Goods

HAVING

On Selvedge every two yards the words 'SPERO' MAKE

ARE RELIABLE, SO ENQUIRE FOR

FLANNELETTES, CALICOES SHEETS AND SHEETINGS

Also the "HAWORTH" GREY—soft as Merino, specially woven for undergarments.

that have stamped on selvedge, every two yards, the words

"SPERO" MAKE.

LIDDELL'S

GOLD MEDAL

IRISH LINENS

Next Season's Samples Showing

Travellers are on the road with a full line of Liddell's Linens. See this line and give us your placing order. An advance in price is inevitable. Be safe by ordering your requirements promptly.

R. H. COSBIE, LIMITED

Irish Linen Agency

22 Wellington Street West
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BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.



MONTREAL WAREHOUSE

OF

The W. R. BROCK CO., Limited

WHOLESALE DRY GOODS

TORONTO **MONTREAL** CALGARY

KANT KRACK

Trade-Mark Registered

The Mark that Stands for the Collar that has Shown the Greatest Improvements of any Composition Collar on the American Continent.

"ONE GRADE ONLY AND THAT THE BEST"

Send in your order to-day for a few dozen of the prevailing styles and get the business that this best composition collar will bring you.

Order by the three KKK's.

Est. U.S.A. 1879 Est. in Canada 1907

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

A Prisoner in Germany

—a Canadian interned at Ruhleben, the famous German internment camp—was permitted to be transferred to Switzerland. From this country he writes his story of Ruhleben Camp —a live, human story of intensest interest. Read it in

MACLEAN'S MAGAZINE *for* May

ALWAYS MACLEAN'S MAGAZINE contains articles of a class you'll find in no American magazine—articles *Canadian* in theme and staging. MACLEAN'S goes in for articles, biographies and stories that make Canada and Canadians better known and better loved by its own people. This is its big and worth-while mission, and this is why it should possess *your* favor to a pre-eminent degree.

In the May issue of MACLEAN'S, in addition to the remarkable article announced above, are the following notable features:

Successful Canadians Living in New York

This article is one of a series dealing with Canadian-born men who have won fame or fortune or both in New York City—and there are many such. Mighty good reading of an intensely interesting and unusual sort.

German Plotting Against Canada in the U. S. A.

By Agnes C. Laut

Miss Laut has a knowledge of German plots and intrigues at once amazing and accurate, and her revelations are positively startling. She writes fearlessly and with her accustomed vigor.

Sunshine in Mariposa

By Stephen Leacock

This is a comedy by Canada's master humorist. Extremely amusing and clever is this play. Leacock grows better all the time.

Short Stories

By Arthur Stringer, Hopkins Moorhouse and Mary Gaunt

These stories are Canadian in their background and are **good**. **MacLean's** is doing a very meritorious work in developing and introducing new Canadian writers and writers on Canada.

Two Good Serials

By Sir Gilbert Parker and James B. Hendryx

Parker's story is entitled, "Jordan is a Hard Road," and Hendryx's, "The Gun Brand." They are rousing stories told by masters of the craft of writing and story-telling.

Besides There is the likable Review of Reviews Department, in which the best things appearing in the current periodicals of the world are condensed for busy readers. So **MacLean's** becomes a most appealing and satisfying magazine. It is unlike every other magazine, and no other magazine serves Canadians so well.

At All News Stands

15c.

Sorting Opportunities in Dress Goods

Scarcity of Goods permits us to offer only a limited range. Here are a few extra attractive features.

ALL WOOD GABERDINE—Width 48/50 inches—in black, navy, nigger brown, Russian green, Copen, wine, and putty, per yard, $2.65.

CHECK VELOURS—Width 56 inches—in navy and green, brown and black, and green with brown. They are the correct thing for sport coats or outing skirts, per yard, $2.50.

ALL WOOL SERGES—Width 54 inches—in black, navy, nigger brown, brown, green, wine and sand shades, positively the best values in the trade (would have been a good buy at this price three years ago). (100 pieces only), per yard, $1.25.

NOVELTY PLAID SUITINGS—Width 36 inches—in latest shades and colorings, very suitable for separate skirts, per yard, 59c.

WOOL DELAINES—Width 30 inches—in black and white, navy, and white, and good variety in light stripes and floral effects. Per yard, 42½c.

SPECIAL CLEARING LINE IN PEBBLE WASH SUITINGS—Width 36 inches—in cream, ecru, sky, cadet, brown, navy, black, 50 pieces only. Per yard, 29c.

SILK POPLIN—Width 36 inches—in black, navy, king blue, brown, green, and Copen. Per yard, $1.10.

WRITE OR PHONE OUR MAIL ORDER DEPARTMENT.

The W. R. BROCK COMPANY (Limited)
TORONTO

JAPANESE MATTING, THREAD, BATHING SUITS

Some of the Inquiries Answered by Dry Goods Review During the Month — Manufacturers Asked to Supplement These Lists.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of April.

TOY DEPARTMENT SUPPLIES

———, P.E.I.—We are thinking of putting in a Toy Department handling goods a grade above the five and ten-cent store line, particularly articles to sell from 25 cents to $2.50. Could you put us in connection with the best people in this line?

Answer—Among the names submitted were: Wm. Croft & Sons, 436 Wellington St. West; Geo. Borgfeldt & Co., 63 Wellington St. West; Brophey Doll Co., 472 Bathurst St.; Dominion Toy Mfg. Co., 161 Queen St. East; Copp, Clark Co., 517 Wellington St. West; Wilson & Cohen, 33 Melinda St.; Manual Construction Co., 76 Bay St.; Smith, D'Entremont Co., 1475 Queen West; G. R. Gregg & Co., 48 York St.; Gendron Mfg. Co., 137 Duchess St.; Fancy Goods of Canada, 468 King St. West; Sidway Mercantile Co., Victoria St., all of Toronto. The Victoria Toy Co., Victoriaville, Que.; The Kiddie Kar Co., Elora, Ont.; agency for a number of toy lines, L. G. Beebe, 53 Yonge Street, Toronto. Among others: Rite Specialty Co., and Richard Krueger, New York City; the Patent Novelty Co., Fulton, N.Y.; the Delphos Mfg. Co., Delphos, Ohio; Geo. Sommers & Co., St. Paul., and Butler Bros., Minneapolis.

WAISTS, BATHING SUITS, HOSE

Parksville, B.C.—Could you tell us a good house for supplying waists, bathing suits and hose?

Answer—A long list of houses making or jobbing all these lines was sent.

THREADS, ETC.

Bassano, Alta.—Mail us a copy of the DRY GOODS REVIEW regularly and we will remit. Find we are drifting slowly into dry goods, as well as groceries. Would you mind letting us know where we can obtain threads, etc.

Answer—The Central Agency, Toronto and Montreal, and Henderson & Smyth, also of Toronto and Montreal, as special agents for threads. All the wholesales carry these lines as well. Among the firms carrying notions are: Wrinch, McLaren & Co., 77 Wellington St., and Will P. White, 65 Simcoe Street, Toronto.

SPECIAL ORDER GARMENTS

More Inquiries—For houses making suits, coats, etc., to special order.

Answer—M. Pullan & Sons; Canada Cloak Co.; Ontario Cloak Co.; Vise Tailoring Co., 63 Bloor St. East, Toronto. The latter has a special catalogue for this purpose. Names of other firms would be appreciated.

JAPANESE MATTING

Highgate, Ont.—Where can I procure Japanese Matting Squares in the various sizes?

Answer—George R. Gregg & Co., Toronto, and the jobbers.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

The New Trench Hat



Characteristic even to the knob on top. The military note becomes stronger in fashions. The Egyptian is blended with it here in the elaborate embroideries of the trench hat and bag. Jewelry must also be Oriental in character this season.



Dry Goods Review

VOL. XXIX. TORONTO, MAY, 1917 No. 5

TRADE-MARK VALUES PASS ON TO THE RETAILER

Guarantee and Accumulated Value of Publicity a Considerable Asset—Store Gets Value in Return For Pushing Branded Goods—The Legal End of the Question

ONCE in a while even yet one hears a merchant debating whether he should discard the use of the Trade Marks of manufacturers in his store display and advertising and limit the individuality of all goods to the fact that they are for sale at Brown & Co.'s store.

Some stores insist on having all shoes with their own name; some fear to have the label of any certain manufacturer appear beside their own; even candy and castor oil must be the "Brown" brand, and pianos have been included in the category.

But so far as DRY GOODS REVIEW has been able to investigate the movement to eliminate brand names from a store's merchandising is weakening rather than gaining. More and more the merchant is coming to realize that branded goods are, for the most part, a guarantee of their reliability, and that the acceptance of these makes easier the ideal to which all aspire, a guarantee of of every article that passes over their counter.

Favorable Impression on Public.

Nor is the old feeling "I'm not going to spend my money in advertising 'Excelsior' brand of linens" gaining any stronger hold. It is becoming recognized that if a merchant is wise in selecting "Excelsior" brands the main line of linens with which he fills his shelves, a guarantee should go automatically with the name, and any publicity that has grown to be attached to this name will accrue to him in the handling and sale of these goods. The average merchant now goes further and contends that the fact that he carries such and such a brand of high-class goods conveys a favorable impression to the public as to the general character of the rest of his stock.

Million Dollars a Letter.

One or two instances will suffice to indicate the "selling" power of trade marks. In a motion for the dissolution of the American Tobacco Company on the ground that it was a "trust," sworn testimony placed the value of this trade mark at $45,000,000 and of total assets of $227,000,000, or 20 per cent. One Canadian trade mark is valued at $1,000,000 a letter.

Passes on Automatically.

The real meaning of this is,—as applied to retail selling,—that such brands have become familiar to the public after long tests have met their approval to such an extent that sales will result from the name itself, without any preliminary education on the part of the new hand. Article "B" he has to introduce, to demonstrate, article "A" sells "on sight." The million-dollar letter value implies that it sells much more easily than an unknown and untried brand, for the value to the manufacturer is a "selling" value and automatically passes on from him through the various selling agencies until it reaches the ultimate consumer.

Using Sentiment.

From the individual the belief in the efficiency of a "brand" has passed on to a community. "Sheffield" cutlery is famous. In Canada we have a "Made in Kitchener" association. We have no Provincial groups, but "Made in Canada" has been and will be used as an offset to "Made in Germany." Whether "Made by the Allies" will come into existence as a preferential slogan remains to be seen. In the United States several states have adopted a brand such as "Made in Iowa," and a bill is now before Congress to compel the use of a label "Made in U.S.A." In such a case the brand gets away somewhat from the original idea, which was not only to stand as a guarantee of quality, but to secure for the maker that accumulation of value that would result from a test that had proved highly satisfactory. In the absence of a rigid system of inspection a "Made in Canada," a "Made in U.S.A." mark would be of sentimental value chiefly, and not necessarily a guarantee of quality.

Some Essentials in Copyright.

In connection with this subject, there are articles presented here dealing with the value of the trade mark in goods to the retailer from one of the large departmental stores in Montreal, and one that treats in detail with the origin of trade marks. A few points upon the trade mark as a feature for a copyright or registration system will be in order.

By recent statutes a trade mark must consist of or contain at least one of the following essential particulars:

1. A name of an individual or firm printed, impressed or woven in some particular and distinctive manner.

2. A written signature or copy of a written signature of the individual or firm applying for registration thereof as a trade mark.

3. A distinctive device, mark, brand, heading, label or ticket.

4. An invented word or words.

5. A word or words having no reference to the quality of the goods, and not being a geographical name.

So far as legal action is concerned, none can be brought for the infringement of an unregistered trade mark. For an ordinary infringement the remedy consists in damages and an injunction. Fraudulent infringement however, is a criminal offence, punishable by fine and imprisonment, and carries with it the forfeiture of the goods.

Registration $35 and $40.

So far as the registration of a trade mark at Ottawa is concerned, there are two kinds of registration or copyright, a "special" and a "general." The former gives a person the right to a brand name for a specific line or lines of goods, but this right does not extend beyond this. A general trade mark issued to a firm prevents any other firm using the brand for any article of manufacture, even if this particular line is not made by the firm to whom the copyright has been issued. The general trade mark is therefore a sort of "blanket" right. The cost of registering these through a patent attorney is $35 for a specific, and $40 for a general.

INTERESTING ORIGIN OF BRANDS

How Manufacturers Came to Choose Their Trade-marks—One Blouse Man Found His in a Window Card—Searched States and Europe

INQUIRIES among manufacturers brought out some curious facts as to the origin of trade-marks, some revealing a chance meeting with an idea that struck the fancy; others had been worked out with considerable deliberation. Some showed a close similarity to an aspect of the goods, or the process of manufacture, others, the most, held closely to the name of the maker. Below are given some of the accounts that were gathered by DRY GOODS REVIEW on this subject, and we believe that a perusal of these will be not only entertaining, but instructive as well to the clerk as to the buyer of the department that is handling these lines day by day.

It took a scouring of all the libraries in New York and many places in Europe before Mr. Maximilian Roessel of Louis Roessel & Co., found a drawing of a mulberry leaf and a cocoon whose artistic conception suited him. Then he adopted it as a trade-mark for silks, satins and velvets; and added the distinguishing mark of "Maxim"—an abbreviation of his own. This combination of leaf and cocoon, Mr. Roessel told Dry Goods Review was the "closest identification of the nature of the goods," he could get.

The leaves are a sage green, the mulberry color, and the cocoon the ordinary buff of the Chinese, the real ancestor of silk worms. Some are of a flesh pink.

This trade-mark is used by this firm on first quality goods in all the lines they carry, the goods that they guarantee. There has been so much deception in silk, especially in overweighting, that they thought it absolutely necessary to issue a guarantee to their customers.

"We work on the principle that every order ensures a re-order if we deliver satisfactory goods," Mr. Roessell declared.

"Lion" and "Sovereign" Brands

SEVERAL outstandingly recognizable trade marks are used by the W. R. Brock Co., Limited, Montreal, and it should be noted that the Montreal house of this firm has its own particular marks in the case of certain particular lines of goods. The bold strong device of a rampant lion with scroll below, bearing the words, "Lion Brand," is used in the hosiery department, and marks all lines of the Brock Co.'s hosiery sent out. This mark has been in use for from fifteen to twenty years. It is referred to frequently by customers in making orders, having grown to be associated inseparably with the Brock lines. The same device on a larger scale is used in the carpet department of the Brock house, appearing in black on a white ground, with a border around the whole label.

ANOTHER familiar trade mark in the dress goods business is the "Sovereign" brand of the W. R. Brock Co., Montreal. This is usually printed in silver and green, and embodies two griffons, back to back, with wings up pointed to the centre, and claws out pointed to the sides. Sprays of foliage droop down around the entablature which carries the word "Sovereign." On all cut lengths of dress goods sent out a small ticket, in plain black ink, but with the same design, is placed to distinguish the goods as those of the house.

"Her Ladyship" in Ready-to-Wear

The title "Her Ladyship," with a coronet in gold, forms the distinguishing trade mark of the ready-to-wear department of the W. R. Brock Co., Limited, Montreal. The words form an important part of all labels on the goods sent out from this house, and are printed on various forms of the firm's price tickets for this department. They also form the legend of the bold clear labels used for boxes to contain waists, kimonas, etc., and in this form dominate where these boxed goods are placed in quantities on the retailers' shelves; thus the mark comes to be closely associated with the goods, and with the stores retailing them. This mark has been in use for from ten to twelve years, and is applied to waists, kimonas, house dresses, wrappers, skirts, etc., also.

Muser Bros'. Star

THIS LITTLE star in a royal blue is the regular trade-mark for Muser Bros., dry goods importers, Montreal, and many of the principal cities of the world. It appears on all their laces and embroideries, and stamped goods of high quality. Muser Bros. and their predecessors in business have used this trade-mark for over half a century.

"Saw It In a Window"

"WINSOME" THE origin of 'Winsome'? repeated Mr. Harvey of Winsome Waist Co. "It was very simple. I was passing a window and saw a card, 'Winsome blouse from Paris,' and it struck me that that was a very good name to give to a firm making blouses. This name is used on all our blouses, and the dealer prefers it as he knows it carries with it a guarantee. The registration covers all goods appertaining to women's wear."

"W. K. G."—Initials Backwards

A RED DIAMOND bearing upon it in white letters the initials "W. K. G." forms the trade-mark of The Hercules Garment Co., Limited, Montreal, and Louiseville, Que., in regard to this firm's men's shirts. The origin of the mark is the initial letters of the president, Mr. G. K. White, the letters W. G. K. being his initials put backwards. Four white dots set in the middle, not at the bottom of the letters form part of the brand, the dot after the G. being balanced by one placed before the W. The red diamond is placed in a rectangular border for the firm's shirt labels, and appears on all price tickets, etc.

"Utilitee" for Garments.

In establishing a trade-mark for their ladies' house dresses and similar lines, the Hercules Garment Co. have chosen the word "UTILITEE," and this word is being closely associated with the goods in the trade. The same firm also uses the word "ROYAL" as a trade-mark for certain lines of men's shirts manufactured by them.

Montreal Waterproof Clothing Co.

A DISTINCTIVE monogram in three colors comprising the letters M.W.C. forms an important part of the label of the Montreal Waterproof clothing Company, and a crown in red and yellow embroidered work also adorns the ornamental label used on all the waterproof garments manufactured in Canada by this firm. This distinctive brand has been in use by the firm since 1889, and is well known and widely recognized. The colors used are red, yellow and green on a black ground, and a spray of green leaves is a part of the label design.

Howthorn Mills

THE NAME "Hawthorn," as applied to a woollen mill, takes its significance from the use of the thorn of the haw tree (or haw thorn) as a pin to pin together the corners of the sheets into which wool was gathered. (The thorn was found to be particularly adapted for such work.) The use of the thorn for this purpose, therefore, associates the haw thorn with wool, and it follows that "Hawthorn" as a name for a woollen mill is particularly appropriate, writes the president and manager, Mr. R. Thomson, to DRY GOODS REVIEW.

"Our use of the name with the strokes of the letters worked out in the shape of thorns, on a hawthorn leaf, is our own particular design, and has been adopted by us as our trade mark, which is, of course, registered.

"While our company has only been established for two years, yet the use of this trade mark, together with the merit of the goods to which it has been applied, has already made a distinct place for our fabrics in the Canadian market.

(Continued on page 113.)

TRADE MARKS HELP RETAILER

Marks That Come to be Associated With Value Benefit From Sales Point of View—Nearly Half Century Experience of Dupuis Freres, Montreal.

Interview with R. Chabot, Store Superintendent

THAT the importance and merchandizing value of the trade mark is fully realized in a great retail business is the substance of an interview with Mr. R. Chabot, Superintendent of Dupuis Freres, Limitee (Le magasin du peuple), Montreal.

In conversation with a representative of DRY GOODS REVIEW, Mr. Chabot pronounced strongly in favor of the use of trade-marks as a means of giving the public confidence in manufactured goods.

"There is no doubt," he said, "as to the value of a well-known trade-mark in the merchandizing of goods. The people get to know it, and no matter in what line of goods it is used, they come to associate the trade-mark with the goods, so that if they find the goods satisfactory they ask always for the goods bearing the all-important trade-mark, which is to them a hall-mark of value.

Customers Ask for Goods by Name.

"We have countless instances every day in our store of customers asking for lines of goods which they know by the trade-mark, and more especially when the trade-mark is in the form of a firm name, or the name of a maker.

"There is, for instance, a certain line of shoes. We have customers who come here for those partlcular shoes from long distances. The name stands in their minds for the quality they desire in shoes, and they have confidence in the name against any argument for shoes that have no distinguishing mark.

Advertise and Display Trade-Marks.

"Then in the matter of cotton goods, how many hundreds of customers have we who come asking for a special make of goods, and who are willing to accept no substitute? I know there are thousands of such customers, and the fact that a store is known to carry such well-known trade-marked goods, is an advantage to the store.

"We carry and advertise, and display such goods regularly in the process of our business, and find the trade-mark undoubtedly playing a useful part in retail merchandising.

Store Has Own Trade-Mark.

"We find also that the use of our own distinctive firm name, in the form of trade-mark, which has for forty-nine years been familiar to the people of Montreal and the surrounding district, is a strong business asset. We use this familiar signature, "DUPUIS FRERES"

Dupuis Frères
LIMITEE
LE MAGASIN DU PEUPLE
MONTREAL

in bold black letters as if written with a broad pen upon all wrappers, price tickets, envelopes, stationery, and paper bags. It has come to be a striking and distinctive emblem or trade-mark of our store. It appears boldly in all our advertising, and is printed on the paper bags of our pastry department where the goods are our own manufacture, and thus come to be closely associated with our store's reputation. But we associate the sign with everything that is sold across our counters, thus building up for ourselves a trade-mark which will be used as the store develops and comes to manufacture special lines of goods."

This testimony as to the value of trade-marked lines to the retailer may be duplicated in almost any dry goods store in Canada.

BY DEALER AND TRADE PAPER

"Old Bleach" Trade Was Built Up By This Combination Without Consumer Advertising — Merchants Co-operated Once They Were Persuaded —Methods of Mr. Cosbie

THE name "Old Bleach" as applied to linens has reference to the system of bleaching, not by chemical means, but by setting out the unbleached fabric on the grass where for three months or so it is subjected to the mixture of mist and dew and showers, with some sunlight thrown in. This was the original method of bleaching. The trade-mark is used in the form of a monogram of O.B. on every piece of linen turned out.

The history of the campaign carried on by Mr. R. H. Cosbie, the agent in Canada, over a period of the past sixteen years for the establishment of "Old Bleach" linens in Canada, is a convincing record of the supremacy of the dealer and the success that can be achieved by co-operation between wholesale and retail distribution.

Sixteen years ago, when Mr. Cosbie took over the agency of "Old Bleach," it was practically unknown in Canada. There was a certain familiarity with it on the part of those who had come over here to live from the Old Country, but of "native" publicity there was none. It was a new field that had to be broken with several well-known lines already in possession.

Built Up With Help of Merchants

"I decided in favor of dealer co-operation and trade paper advertising for Canada," said Mr. Cosbie to DRY GOODS REVIEW. "They say that you cannot make a new line successful without going into consumer advertising. I am a proof that such is not the case. The business in this country so far as 'Old Bleach' is concerned ,has been built up by the merchants of the country making a specialty of it. I have proved that big sales can be built up by the dealer alone."

Mr. Cosbie was faced by a difficulty at the outset in the fact that no low-grade goods were made by the firm he represented. "For instance, towels were selling at 5, 7 and 10 cents. I had none for less than a quarter. Where 25 cents was thought to be a high price I had to sell most of mine to retail at 50 cents and over.

Held 'Linen Exhibits'

"But I went to the dealer and would make a proposal that I be allowed to hold a 'Linen Exhibit' in his store. Then I would persuade him to take a large space in the local papers and play up this 'Linen Exhibit.' I would take charge of it and make a showing of the lines I carried, embracing embroidered and fancy lines from Wm. Liddell & Co., as well as the lines made by Old Bleach, and would increase their sales by several hundred dollars. One time I sold $400 worth of bridal goods in one town alone. Such exhibits were arranged, for instance, with the Ritchie store of Belleville, Crompton's, of Brantford, Mickleboroughs, of St. Thomas, and Bristol's, of Picton. In the case of Ryan's, of Guelph, as a copy of an ad. I have here shows, there was a big ad. with a heading: 'Grand Display of Linens, Monday and Tuesday,' and I was announced as the representative of celebrated Irish linens, with full information, and ladies were invited to see the display. It was made a sort of local event rather than a 'sale,' and was most successful.

Introducing 'Guest' Towels

"This was how in many cases I introduced 'Old Bleach' lines, often where not a sale of any had been made before. I remember one time I called at Robinson's, of Napanee, with a new line at the time, guest towels, the small ones. The size was the regular criticism I met everywhere. However, when Mr. Campbell, who was in charge of the department was for turning me down, I asked him for the 'loan' of his assistant, John. I coached him and sent him out to the doctors, dentists and others, and in a short time he came in with orders for 14 dozen, and at a price that I think ran about 35 cents each. The professional men, John reported, were crazy for them, and Mr. Campbell was convinced. This idea I

(Continued on page 28)

A DRY GOODS BUYER'S IMPRESSIONS OF JAPAN

Making Rapid Advances in Silks, Underwear, Hosiery, Toys, Cutlery and Other Lines —Keen Competition For Rest of World—Very Clever Imitators— Curious Business Customs.

BACK from Japan after a buying trip, that has occupied several months, and ready to return shortly to make arrangements for an even more extensive buying programme for next season, I very gladly accede to the request of DRY GOODS REVIEW for an account of my impressions as to the conditions of manufacture there and the influence they will have on the export of goods to Canada and other countries, and also the extent to which the Japanese will compete with the manufacturers of this country and the rest of the western world.

Few Large Industrial Concerns

One is struck with the absence of any large industrial concerns there. The ordinary factory is a small affair and very often goods are made up in the homes of the people. One doesn't find very many large establishments with thousands employed, such as you do in Europe and to some extent in Canada. There are, of course, very large munitions works, and these are likely to be used for manufacturing ordinary lines for export after the war is over.

Nor is there much organization yet among the manufacturers. I expected to find Chambers of Commerce like we have here and in Europe, in the principal centres, but the only organization I could discover was a branch of the Department of Agriculture, so that this end of their industrial life is poorly developed so far.

Banks Insist on Pre-payment

Another difficulty is that so many of the men who are turning out goods have very little capital, and have to depend on the banks for advances when big orders come in from America or Europe. The banks advance this money on the understanding that payments must be made for the goods before they leave the country, and this is a rule that confronts us in all our buying there. The country, however, is full of buyers from America and Europe, several of them from Canada besides myself, and a wonderful development will take place in the next few years in Japanese manufacture.

As to some of the lines in which dry goods houses are interested, I find that my previous impressions as to their ability to turn out cheap toys was quite correct. According to their present development they will soon replace the cheaper lines of German toys that flooded the world before the war. They are extremely ingenious, as we all know, and have been imitating these toys, and are turning them out in huge numbers and at prices that will more than meet the German prices before the war.

No More Japanese Doll Faces

As far as dolls are concerned, there has been a criticism of their output on the ground that they sent us dolls with Japanese faces, which were unfamiliar to the children. They are now working to get rid of this handicap and have samples of dolls from every country in the world there now, and are working on them and are turning out lines that will satisfy the people in the different countries because they represent the type of face and dress to which they are accustomed.

Sending Waists to Make Up

In regard to hosiery, they are turning out all kinds, men's, ladies', and children's. They are also turning out ladies' waists and other lines for export. I



heard of one Canadian manufacturer who actually sent over some stuff to be made into ladies' waists. Loads of ties are being turned out and they are going extensively into underwear, and already have exported some. Indeed, I found that they would make anything you wanted. Just give them the sample and they will do their best to turn out an equivalent. They showed me some cheap unbleached cotton, which is far below the prices to which we have ever been accustomed.

In fancy goods, of course, they have always been strong and are increasing their lines. They are going extensively now into the higher class of silks and one sample of taffeta which they made was sent over to Switzerland and a dealer there said he thought it was made in Switzerland, the quality was so high. This particular piece could not be laid down in Canada under $1.85 to $2 a yard, yet I bought this in a retail store in Japan for $1. They are going into the making of crepe de chine and crepe Georgette, and other lines and will soon be formidable competitors with European countries, although, of course, there is a difficulty yet in getting expert workmen.

Remarkable Cheapness of Labor

One of the most impressive things—something that is suggestive of a menace to Canadian industry, as well as that of other countries—is the cheapness of the labor, extraordinary cheapness. I was informed from what I feel to be good authority, that a woman worker in a silk mill will receive only $3.75 in our money for one month's work. Not only do they work very cheaply, but they work longer hours than we are accustomed to—7.00 a.m. to 8.00 p.m., to many cases—and they have crowded together in very small space half a dozen looms where we would have probably not more than two. I wondered how the girls worked in and out among the machines, the pulleys and the belts, without being caught up in them. They have, in spite of this, a Workmen's Compensation Act. Adding to their cheap labor their national characteristic of being persistent, never knowing failure, keeping on, working out towards perfection on the samples that they receive from other countries, and we have an element that will become a very important one, and more so every year, in connection with manufacture.

New Interpretation of "Brand" Rights

The Japs, I found, would not only make anything you want, but a good many of the smaller firms would put any stamp on it that you wanted them to, even to "Made in Canada." I could buy soap there, the quality that would burn your face off, but still it would be marked "Pear's Soap," if you wished. There is another point somewhat along the same lines that I found in dealing with the smaller men—not the larger ones—that is, that they do not seem to realize the value or the meaning of a contract. They will sell you goods, or agree to sell you goods and if a buyer comes along and gives them a higher price, many of them will sell to him. Mind you, they will tell you they have done so. They are quite honest about it, and frank, and that is more than some other manufacturers will do. They will sell and won't tell. The Jap of this small business type finds it hard to understand how it is that we buyers will agree to pay them a certain price and then keep to our bargain even if the market price goes down, as it often does in the case of silks.

Tea Before Business

There are many points of interest that I might mention here. One is in connection with the preliminary to making a business deal. They take you in and you are supposed to drink two cups of

tea and smoke a cigarette, before getting down to real business. We have to use, of course, an interpreter with most of them, and you ask him to tell them something and he talks away for three or four minutes and the other man talks away and then he come back to you and tells you he said "Yes." You wonder what else he said all that time.

They are, however, very anxious to learn English, not only the business men and the manufacturers, but even the boys. They will guide you in the cities free of charge just for the chance of picking up some English words. This guidance is a necessity, as in many places a man's address is given as in such and such a "block"—and you may search three sides before finding him.

China to South Sea Islands

There was one fact in connection with their export which reminded me of the German custom; indeed, in a great many respects the Japs are imitating German methods of efficiency. They are sending carloads of china to the South Sea Islands. Germany, we have learned, has covered practically the whole world with various lines, having studied the particular needs of the people in these countries. It almost makes one suspect, on hearing of the carloads of china going to the South Sea Islands that our usual views of these as inhabited only by wild savages, must have been helped on some by German literature. We wonder in how many other cases we have been deceived when it was to the advantage of Germany to do so for the development of her own commerce and the retardment of ours.

I expect to return to Japan shortly.

CO-OPERATIVE DELIVERY SAVES IN ST. THOMAS

Dry Goods and Other Merchants of St. Thomas Testify to Efficacy of System as a Help to Economy—Two a day For Dry Goods; Five For Groceries.

WORKING under more or less abnormal conditions of trade, chiefly the result of high prices of goods, rents and the shortage and high cost of labor, the necessity for the establishment of greater economies in all branches of trade has been more clearly indicated within recent months than ever before, and already its effect is noticeable in some quarters. One of the most apparent of these much needed reforms is the establishment in small towns of a central delivery system under one control. This innovation, which though not entirely new has recently gained considerable popularity in some communities, is the direct result of the realization of town and city merchants that co-operation in the question of delivery effects a great saving in expense, and is therefore a vital consideration to their success.

While the system of co-operative delivery has its weak points, it has been proved by experience, to work out to the monetary advantage of its users. Undoubtedly the chief consideration which has popularized the system, namely the cutting down of the individual expense of delivery, may to a large extent be due to the inflated prices prevailing, and some merchants are therefore dubious as to the continued success of the plan under post-war readjustments. As to whether co-operation in this branch will be dissipated in time to come is difficult to predict, but consideration of the reasons advanced do not appear to prove any such contention, for it must be taken into account that the effect of inflated prices is working both ways to-day and will continue to do so and where the merchant finds co-operation in the matter of delivery working out to his advantage to-day, it is improbable that anything but similar conditions will prevail in time to come.

Two Companies Operating

A co-operative delivery system is being used in a number of Ontario towns and cities with success, notably in St. Thomas, where the situation recently warranted the inauguration of a second delivery system to supplement that of a company which had been in business during recent years. Good success has attended the operations of both companies, and a combined outfit consisting of thirteen wagons and two automobile trucks is necessary to look after the delivering of the parcels of the merchants of the town, for practically every retail merchant, representing all branches of trade, is using the system, in preference to maintaining an outfit of his own at the present high prices of feed and help. So successful has the system worked out, despite the difficulties of high prices, and scarcity of labor, that other Ontario towns have made a bid for the introduction of such a system in their towns, and the spread of the co-operative delivery seems to be practically guaranteed.

Two Deliveries Daily in Dry Goods

The plan adopted by the owners of the delivery systems in St. Thomas calls for two deliveries a day in the dry goods line, while four and five deliveries are made in other lines. The majority are made in the morning. In the branches of trade where there is not such an excess of small parcels, two deliveries per day are found to adequately fill the requirements.

The charge for the service is based chiefly on the number of parcels delivered, and usually averages between $10 and $25 per week with a special charge of 5c per parcel for smallwares. As an example of the charge made, the cost of delivering thirty parcels per day would work out to a charge of $10 per week.

The consensus of opinion after canvassing the leading merchants of the town is that the system has fulfilled all expectations, but while all agree that the system effects a big saving in expense, it is the opinion of certain merchants that the system encourages an appearance of "cheapness" on the part of the individual merchant, though this undesirable feature could not be considered justification for cutting out the service entirely. Another feature which is lost sight of in the system is the inability to advertise on the delivery wagons, as is the case when individual delivery conveyances are used.

Despite these drawbacks, which are found to prevail in connection with the inauguration of any such innovation, the system as it is being worked out is in keeping with the advance of the times, and is a factor in the establishment of principles of greater economy through the co-operation of all concerned.

PERSONAL

John Forsyth Co., Limited, of Kitchener, have purchased the Star Whitewear Company, which is moving to other premises.

Worsted Spinning Mills, Limited, has been incorporated at Listowel, Ont., with a capital of $50,000.

R. H. and J. Dowler, Limited, have opened their new store in Windsor. A. J. McLean, formerly of the St. Thomas branch, is manager.

John Ross, formerly of the firm of J. & D. Ross, now Ross, Limited, of London, Ont., is dead.

Miss M. Duggan, for many years connected with the J. A. Duggan store, of Stratford, was killed instantly by a train.

John M. Fraser, for fifty years in the dry goods business in Stratford, is dead.

Alfred MacBeth, manager of Alphonse Racine, Limited, of Montreal, is dead.

Lieut. Stewart Boulter, formerly a traveler for his father's firm, H. C. Boulter & Co., of Toronto, has been killed in action.

W. H. Gurney, of Wingham, is enlarging his glove business by the purchase of adjoining property.

Listowel Council has voted to loan the Perfect-Knit Mills, Limited, $15,000, to assist in the erection of a spinning mill.

A New York firm is offering novelties in knitted silks. Some resemble the glove silk, others are knit heavier and looser and more fancy with jagged stripes and drop-stitch stripes. These are in all the sports colors. Pure silk artificial silk and spun silk are used in their construction.



Letter from our Paris Correspondent



28 Avenue Marcean
Paris, France.

THINKING you would be interested in seeing the various materials I spoke about in my previous articles, I looked for samples of the principal ones, and am glad to say that I succeeded in getting a few, which I enclose herewith.

The characteristic remark to be made on the present woolen stuffs is that all look very thick and warm; yet, when you take hold of them, you find that they are extremely light and supple, which has the double advantage of being suitable for the present drapings and not being creasable.

DJESABURE (of which, by the way, I could not get a sample), is very much in favor still. It is a kind of thick Jersey, rather rough, and with which a lining of silk Jersey is often used in tailored costumes.

COTTICOTTA.—Very nice material suitable for taidored costumes.

BURONNETTE.—Looks so much like ancient coarse cloth, that Red Riding Hood's Grandmother must have worn some similar! It is very original, but I prefer the

NATTINE, which, though similar, is neater and reminds me of our "Toile nationale."

KASHA.—A kind of Indian Cashdere, in one shade only, with hair of Smyrna goat woven in the wool.

Fashionable Silk Stuffs.

The silks, on the other hand, are very light, being mostly used for straight dresses, or evening dresses which are, then, extensively draped. Outside of the staple Crepe de Chine, Crepe Georgette and so on, which will always be in favor, the most fashionable silk stuffs are: Silk Jersey, Crepe Jersey, Foulard, also taffetas, when supple.

Silk Jersey, however, is not appreciated by everybody. Some people prefer "Tricotine de Soie" which is thicker, but also stronger.

The Crepe Jersey is certainly very fine and will make extremely dainty walking dresses, or even teagowns.

Tussor and Shangtung will be extensively worn this Summer. The latter will be used in "grège" shade for young girls, and in grey or light brown for ladies.

The shades of all the samples enclosed are the most fashionable in France. For foreign countries, more showy colors have been made, such as lemon, green, begonia-red, etc.

Among fancy materials, I might mention the Cashmere which has been used a lot lately, even in handbags, to match the waistcoat of a dress. Yet this is a kind of cloth, which is often in favor, but always for a short period at a time.

Plenty of Printed Materials.

On the other hand, we are sure to see this Summer plenty of printed materials, among which I must not forget Foulard, Tussor and also Schappe silk, The motifs will be Louis XV. knots, or small flowers, which will remind us of Toile de Jouy. The latter, by the way, is supposed to come in favor for trimmings, to replace cashmere.

On plain materials, embroidery is quite as fashionable as previously.

We have every variety of machine stitcing, and I wish to point out to you the following:

St. Louis Stitching.

ST. LOUIS STITCHINGG is either made with corded silk, or Algerian flat silk (soie floche). It is the ordinary machine stitching, but very large. The silk is in the inside reel, and the outside spool is filled with thin silk or cotton, this because the Algerian silk or cord would be too thick to go through the needle's eye. This stitch is, therefore, made on the wrong side of the material.

One or two rows, with a space between, will do very well for a hem or edging. If you have three close together, you will get a kind of braid original and certainly nice. You may also have two rows of St. Louis stitching and a row of Pointe de Chainette between, which will give you another braid effect.

I have seen on the collar and cuffs of a navy tailored jacket, some black braid with a red St. Louis stitching in the middle and, above and below, a row of white St. Louis stitching. This was repeated twice, and I assure you it looked very dainty indeed.

Except in the last instance, these stitchings are of the same color as the material itself.

This St. Louis stitching looks very nice on cloth.

On Jersey, the point de Chainette would do better, for it is more heavy, and the motifs are thus quite "en relief." They are generally edged by a silver thread.

BRODERIE AU PASSE is also much in favor: I enclose herewith a rough reproduction of a motif I saw on a cloth coat collar; a rose, as motif, edged with gold thread, and the ground entirely covered with irregular darning like stitch of Algerian silk, mixed up with gold thread. That broderie au passé looks very nice indeed, on silk. I have seen some pink teagowns trimmed with that kind of embroidery, in the same shade as the material, and also some beads; in some instances, the flowers were embroidered, and the leaves were

Paris in Ready-to-Wear and Fabrics

NEW woolen fabrics light and supple, but look thick and warm. These drape well.

Dresses straight; evening gowns profusely draped—silk jersey, crepe jersey, foulard and supple taffeta most fashionable silk net to crepe de chine and Georgette.

France wears quiet colors: greys, putty, coffee, olive brown, plum, regimental blue, Autumn brown and a green that is almost black—but makes lemon, green, begonia-red and other bright shades for foreign countries.

Embroideries and fancy stitching still fashionable.

Stitching and cord combined give braid effects usually in same color as costume material.

Beads used with embroidery even on white garments.

Green and checks lead for children.

Peg-top skirts established.

Slender, supple figure remains most fashionable.

made of tiny green beads. In other places, there were some small flowers made of beads and th eremainder embroidered.

This fashion is extended to babies. I have heard of a christening dress, full of tucks, lace and hand embroidery, which had also some blue head motifs.

Embroidery must show up the line in favor. Therefore it should be used, for instance, at the widest part of the skirt, in wide bands, or so that it may be more fanciful, the hand could be cut by panels of plain material. The embroidery could also underline the armholes, or be put on the basque.

Green for Children

I have noticed that green is extensively used for children. Some are entirely clad in green, from the hat down to the socks. Others are dressed in checked black and white, with green trimming, which I declare is very smart and suits boys and girls alike.

Peg Top Skirt Fashionable

The peg top skirt has been very much improved, and is now quite as fashionable as the straight dress, and has influenced the latter in this fact that all skirts are decidedly narrow.

At the same time as the Robe tonneau are appearing again some panniers, mostly in evening dresses, it is true, for these are always more elaborate, yet they are coming in again. Will they be a success? That is the question, for we stick to the comfortable and lovely robe chemise.

To get the tonneau effect which requires stiff material, the woollen Buronnette, Cotticotta etc., are sometimes used with velvet at the top of the skirt. It is rather striking and gives a low waist effect, for the velvet reaches the hips.

That same low waist line is favoured in tricot dresses which are quite straight at the back, and the waist only marked round the hips, by a monk's silk cord girdle. The fullness is gathered at the neck by means of a straight collar band, which is either round and not fitting close the neck, or else opens like what you call a "middy."

Wide Deerskin Belts

We have some wide belts of silk, embroidered to match the costume and going just round the hips, draped in the Persian manner.

These belts are sometimes made of deerskin, which, by the way, is also used to make small vests, when the silk Jersey sweater is not appreciated. This, however, is very fanciful.

Colored Linen Collar

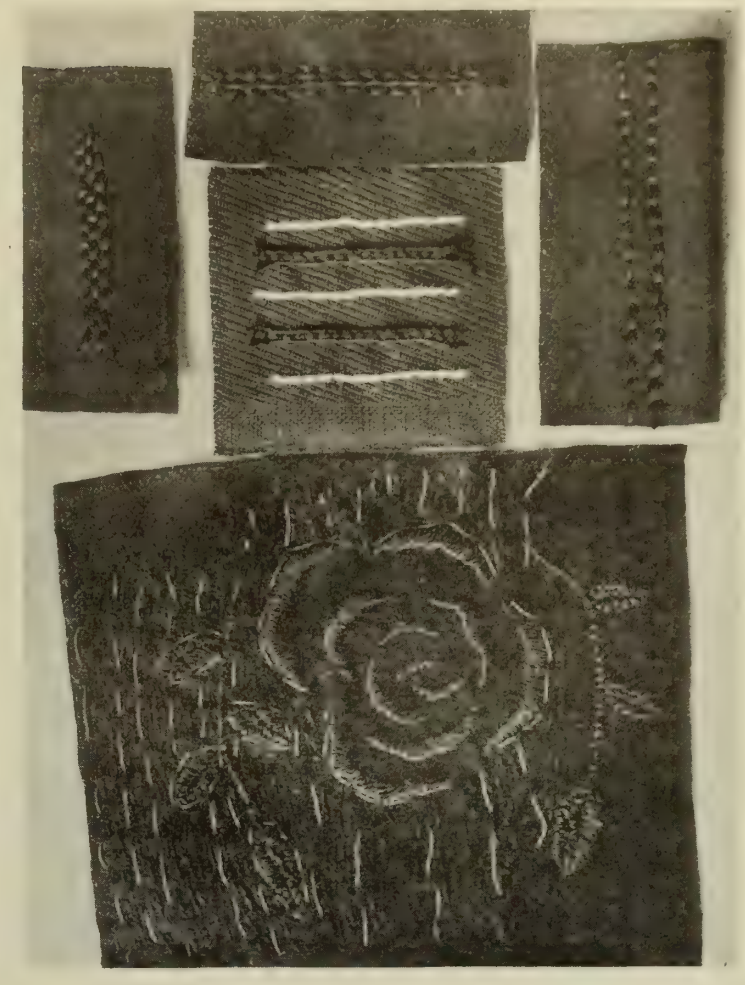
On dark deresses, a very simple, yet neat ornament, consists only of a collar and cuffs in linen. This, of course, can be put only on purple, black, brown, navy and such "Correct" shades, otherwise it would be ineffective.

Tonneau Effect in Tailored

In tailored costumes the simple line being necessary, we shall have the tonneau effect, not by means of drapings, but, either as mentioned previously by having the fullness of the skirt held at the bottom by a wide band of material, or by cutting the skirts so that the widest part be at the level of the hips, and from there, all the seams cut slanting, both upwards and downwards.

New Stitchings in Paris Trimmings

(From our Paris Correspondent.)



Top Centre: Two rows of St. Louis stitching and one row between of point de chainette giving braid effect.
Centre: St. Louis stitching combined with braid
Left: Three rows of St. Louis stitching braid effect.
Right: Two rows of St. Louis stitching to make hem or edging.
Bottom: Broderie au passé, Algerian silk and gold thread with a ground of darning-stitching irregularly done.

New Lines in Long Jackets

The jackets are pretty much the same as previously written. Outside of the small ones without sleeves, or loose, or bolero-like, we have some real long jackets, the basques of which are flounced from the waistline which is rather high. As matter of fact, whenever you have flounces or gatherings at the waist line, it must be either higher, or much below the normal waist line, else your figure will be thickened.

Anyway, the jackets are loose, very often wide open on a waistcoat of multicolored silk, sometimes cashmere.

We have some Directoire collars with the broad revers and high neck. Other wise, there are great square collars, opening in a V shape.

Plain material is extensively used in cosnection with Scotch plaid or checked stuff.

Reminding of Ancient Greece

All I wrote last month about blouses can be said to-day. The line is still the same, more practical if possible, and quite sport like.

None of our movements are hindered by the shape of our clothes or corsets, which are very low and supple, made of Suede or Tricotine de soie, and hardly any bones.

Our peplum blouses remind us of Ancient Greece, when the lady's body, in all its perfectness of shape, was veiled in beautiful cloth, rather than dressed, and it must be a real pleasure for the admirers of Phidias and Praxiteles marbles to have a living vision of their beloved models.

DRY GOODS REVIEW

MARKET REPORTS

THE MARKETS AT A GLANCE

ONE of the large manufacturers of cottons, print cloths, galateas and similar lines has, during the month past, announced prices on goods they are prepared to manufacture for Fall shipment, which prices are from 10 to 15 per cent. higher than previous list quotations. There is an acute situation developing in the manufacture of yarns, owing to the non-arrival of wool, and authorities in touch with the situation express it as their opinion that if relief does not come within the next two or three months many of the Canadian yarn mills will be forced to close. Progress however, is being made along the line of getting a wool supply for Canada, although the wheels are moving very slowly in this respect. The Canadian Government has under advisement the appointment of a wool commission whose duty it would be to see to the equitable distribution of wool supplies that reach this country. Although an allotment or certain percentage of the previous wool shipments to Canada from Australia and New Zealand has been made by the British Government, as yet practically none of this stock has arrived. Canadian manufacturers have accordingly been pressing for a commission that would get action in this matter and allow supplies that are expected to come forward to be distributed in a manner that would meet with the approval of the manufacturers. Higher prices have been recorded in silks, shoes, laces, rugs and carpets, linoleum and oilcloths. Business in dry goods lines has not been as brisk during the month of April as it was during February and March, but trade has been satisfactory notwithstanding.

YARN SITUATION BECOMING ACUTE; NO WOOL COMING

One Authority States Opinion That There May be Shortage and Mills Might Have to Close.

YARNS.—An acute situation is developing in the yarn market owing to the shutting off of wool supplies and the light offerings of yarn from English manufacturers. One authority stated it as his opinion that if additional supplies of wool are not forthcoming in the near future that present stocks in the hands of yarn manufacturers would be exhausted within two or three months. When this period comes and if supplies of wool are not forthcoming by that time the mills will be compelled to close. There is very little wool being offered by English manufacturers to the Canadian trade. Recent offerings for future delivery comprise about 9,000 to 10,000 pounds of yarn to one concern whereas the needs of the Canadian trade would not be over-supplied of 500,000 pounds were allotted to them. With other concerns there have been practically no English yarns offered at all. Deliveries of English yarns, however, that had been on order for some time came forward in fairly good quantities during the month. In Great Britain and Australia and New Zealand there are fairly good quantities of tops used in the manufacture of yarn but these are being held on Government account and are not coming forward. Recently there was an allotment of a certain proportion of the Australian and New Zealand wools to Canada but as yet none of this wool has been shipped. It is understood that a wool commission is in process of formation in Canada which will be along similar lines to the British Textile Alliance of the United States. It would be the duty of this commission to look after the proper allocation of the supplies of wool to the various Canadian manufacturers.

PRINT CLOTHS AND COTTONS UP 10 TO 15 PER CENT.

New Prices Announced by One Large Manufacturing Concern on Deliveries for Fall.

COTTONS.—The announcement of the prices on certain lines of cottons and print cloths of one of the large Canadian manufacturing companies that has been awaited with interest for some time by wholesalers provides for an increase in price of 10 to 15 per cent. on practically their entire line. On the standard print cloths with light grounds and less than 50 per cent. of color the new price is 16c per yard as compared with 14½c formerly. On light cloths with more than 50 per cent. of color the new price is 16⅝c per yard as compared with the former price 15c. Pinks, lilacs and browns in print cloths the new price is now 17¼c, the former price being 15½c per yard. Black and white and steel greys there has been an increase of 1c per yard, the new price being 18c. On indigos and blue greys the price has also been increased 1c per yard, now making the selling price to the retail trade 19½c. Other increases approximating 10 to 15 per cent. have also been made in ducks, drills, galateas, apron cloths. Cotton bags have also shared in the advance but wholesalers as yet have not advanced their prices on these lines as they are covered on contracts for some little time in the future. It might be noted in passing that the mill prices on cotton bags are now higher in some instances than the wholesale prices. It is only a question of time until the higher-priced stocks in these articles are reached. Cotton ducks have been increased in price as a result of the new prices, 8-ounce now selling at 24c as compared with 21½c formerly. For 10-oz. duck the price is now 30c per yard, the former quotation being 27c per yard.

Napped Goods in Big Demand

Representatives of manufacturing concerns report trade for Fall business good. In some lines, such for instance as napped goods there has been such an eager booking that orders have been limited. In this respect all the business that has been forthcoming could not be taken up by the mills. In cotton blankets there has been a continued good business. Mills are catching up with the large orders to a certain extent. Manufacturers are expected to have their lines of ginghams for delivery next Fall ready to show to the trade in the near future. These goods will be for sale in Spring of next year. It is anticipated prices on these lines will be higher.

Raw Cottons in Firm Position

Raw cottons during the month past has been in a firm position with a net

advance recorded over the price prevailing one month ago. On March 31, for instance the price of spot middling uplands at New York was 19.20c per pound while the price for the same class of cotton on April 27 was 20.40c per pound, a gain of 1.20c per pound. During the month intervening the price was as high as 21.05c. The price after it reached the 20-cent level held remarkably steady in price, very slight fluctuations being shown from day to day. President Wilson in his proclamation to the country asked for greater production of food and the curtailment of the cotton production in its favor. Some of the cotton authorities are of the opinion that such an action would be a calamity to the country as the boll weevil and scarcity of labor will operate to curtail the crop sufficiently as it is. S. T. Morgan, president of the Virginia-Carolina Chemical Company and of the Southern Cotton Oil Company, believes that it is hardly a good time to prevail on the South to minimize the cotton crop. He points out that if the world needs the food supplies it also needs the cotton, as there is no product from which man can be clothed or fed so quickly as from the cotton plant. Following are some of the prices prevailing in standard lines of cotton goods:

Cotton duck, 8-oz., per yard....	$0.24
Cotton duck, 10-oz., per yard..	0.30
Cotton bags, 12-oz, per bale 100	27.75
Cotton bags, 14-oz, per bale 100	32.75
Print cloths, 76 x 80's:	
Light grounds with less than 50 per cent. of color.....	0.16
Light grounds with 50 per cent. or more of color, yard....	0.16⅝
Covers—pinks, lilacs and browns	0.17¼
Black and whites and steel greys	0.18
Indigo blues and blue greys..	0.19½
Tickings, 9-oz., A.C.A.....	0.32½
Standard shirtings, per yard..	0.21½

WOOL COMMISSION FOR CANADA IS HIGHLY PROBABLE

Pointed Out That Effect May Be To Increase Prices Slightly Through Extra Fixed Charges Entailed.

WOOL.—There is a strong probability that a Canadian wool commission organized along similar lines to the British Textile Alliance of the United States will be an accomplished fact in the near future. The wheels of Government action have been moving slowly in this matter and it is asserted by some interested in the wool situation that conditions are likely to be in an acute stage if the supplies of wool allotted to Canada from Australia and New Zealand are not brought forward and distributed with some semblance of dispatch. The manufacturers who are users of wool in this country are back of the idea of a wool commission. It is proposed that a secretary shall be appointed and that all supplies of wool reaching this country must be allotted through the sanction of the commission. This, it is asserted, would work toward an equitable distribution of wool among the manufacturers. The working of the commission would not interfere with existing organizations which bring wool to this country and have already established selling connections here. But all manifests and invoices on wool would have to pass through the hands of the commision and the manufacturers to whom it was allocated would be required to make affidavit of the uses to which the wool is to be put and that it would not be shipped out of the country.

It is pointed out that while this might work out toward an equitable distribution of wool it might also add to the expense of the wool, probably one-half of one per cent. toward the expense of the organization. In the meantime pending the completion of this organization there is practically no wool reaching the Canadian market whatever. Some time ago it was announced that there would be a certain percentage of previous wool shipments allotted to the manufacturing interests in Canada from the wool supply of Australia and New Zealand. Direct shipments have been practically nil and shipments by way of the London market have been shut off for some time. Manufacturers of woolen goods in the province are reported to be fairly well protected with supplies of raw materials for some six months.

SHOE SITUATION

Steadily Upward Trend to Quotations During Month—Eastern Manufacturers Working From Hand to Mouth.

SHOES.—The manufacture of shoes has now been placed on a basis where the makers will quote only where they are assured that they can get supplies of leather. One of the large wholesalers who recently returned from a trip among the shoe manufacturers of Quebec stated that the situation is becoming increasingly difficult to do business. The manufacturers are all busy but they feel that the leather situation is so uncertain that they will not make any quotations until they are assured that they can get the leather from the tanners or dealers. "When manufactures were asked for quotations on a thousand pairs of a certain line they would invariably state they would have to call up the leather dealers to see if they could get the stock and what it would cost them," stated the wholesaler in question. "When they got the quotation on leather they would then start to figure up the price."

There has been a generally upward tendency in shoe values during the month. Several lines of men's shoes that in a wholesale way formerly sold for $4.50 have been increased to $5 per pair. There has been a fair demand for shoes. In women's lines the cloth tops are going into trade channels well as they have the advantage of being much lower in price that an all-leather shoe.

Rubber Booking Season Near End

Rubber manufacturers have announced that the season for the forward booking of orders at the recently reduced prices will terminate on May 5. At the beginning of the Spring booking season for rubbers to be delivered in the Fall there was a decline of approximately 2 per cent. on the prices that had previously been announced in the early part of the year. It is anticipated the new prices will be fully as high and in all probability higher than those prevailing at the time prior to the booking price. Forward placing orders of rubbers have been very heavy this Spring.

DUTY ON RAW SILK

Contemplated Duty on Importations of Raw Material Has Engendered Heavy Buying—Prices Firmer.

SILKS.—The contemplated duty of 20 per cent. on raw silk imported into the United States has had the effect of inducing heavy buying in anticipation of this move by the Government of that country for the purpose of raising part of the revenue necessary for carrying on the war. This has resulted in slightly higher prices as a result of the heavy demand. If the duty is finally imposed it will, of course, mean that all classes of the manufactured product which reach this market through American mills will be advanced at least 20 per cent. and in all probability more. Canadian dealers are relying more than ever on the American mills for their supply of silks owing to the uncertainty of deliveries from Switzerland. A further advance of approximately 5 per cent. has been announced on Swiss silks during the latter part of April. Deliveries of goods from this source are, if anything, worse than previously. In view of the advances recorded by Swiss mills and the firm position in the United States as the result of the probability of a tax being imposed prices of silks in the local market are accordingly firm.

	per yard
Duchess mousseline, ...	$1.25 to $1.35
Pailettes	1.00 1.05
Japanese, 8 M/M.....	0.75 0.78
Japanese, 10 M/M.....	0.80 0.85
Crepe Georgette	1.15 1.25
Taffetas	1.05 1.25
Lining satin, piece-dyed..	0.85 1.20
Poplins, silk and cotton...	0.95 1.00
Poplins, all-silk failles....	1.90 2.25

LINEN ARRIVALS

Stocks of Linens in Wholesalers' Hands Still Fairly Heavy—Prices Remained Steady During Month.

LINEN.—During the month intervening since last issue there have been fair arrivals of linen stocks to local importers. These goods, of course, were on account of orders placed some time ago. Representatives in this country of Irish manufacturers have not been apprised of

any further advances during the month. Lines which they are able to quote on to customers in this country are very limited in number. It is only stocks of linen yarns not required by the war department that can be utilized in the manufacture of linen cloths and which are availble for the trade in this country. Goods that are held in stock by representatives of the manufacturers in this country are going into trade channels at a fair rate of consumption. There is a firm tendency in the market with small prospect of lower prices for some considerable time after the war is over and countries now at war get back to producing flax again.

NOTTINGHAM

Higher Prices Will Affect Goods That Go Into Consumption in Spring of 1918

LACES, EMBROIDERIES.—Manufacturers of laces in Nottingham have announced to the wholesale lace houses in this country that their line of laces that are for delivery this Fall have been advanced 20%. This includes all low-grade and medium-priced laces. Samples of the lines which they are prepared to take orders on have reached this country and will be shown to the local trade some time during the month of May. The number of series of laces has been greatly curtailed over the lines which they showed last Spring. One concern which last year had a book of samples that comprised sixty-three series has reduced their number to twenty-seven series. That is, the number of lines have been reduced by approximately 57 per cent. leaving only 43 per cent. of the former number. Furthermore the various styles of laces in each series has been restricted almost as much as the number of series. Stocks of laces and embroideries in wholesalers hands are fairly heavy in certain instances and it is anticipated the really high-priced goods will not be reached until next Spring. There has been a good demand for laces, particularly Vals and torchons, and it is expected present stocks are not more than sufficient to last through the Summer and Winter. In some cases where the goods have come from France higher prices have been necessary locally almost as soon as the higher prices were announced there. This is true because the goods in some instances had not left there at the time the advance was effective. Another factor that will operate to make higher priced laces immediately is the increased marine insurance, which has recently been advanced 5¼ per cent. within recent weeks. This is an item that cannot be reckoned with beforehand and the dealer must either get higher prices or suffer the loss of the dearer cost to himself through the increased insurance rates. Laces curtains have made advances during the month of from 25c to 50c per pair. Many of these are Swiss products and deliveries are consequently greatly hampered.

RUGS AND CARPETS

Canadian Manufacturers of Carpets Out of Market with Quotations But Are Expected to Return in Near Future.

CARPETS, RUGS, LINOLEUMS.—An advance of 15 per cent. was announced during the latter part of April by English manufacturers of carpets and rugs. There is uncertainty as to whether any goods will be available at all for the Canadian trade this Fall as the Government is keeping a tight rein on the supplies of wool and there is a possibility that wool will not be released for carpets and rugs. For this reason it is anticipated by some importing houses that there will be practically no shipments of carpets and rugs from England this Fall. It becomes not a question of prices so much as being able to get the goods. Volume of orders for local consumption have been fairly good in carpets and rugs considering the times and high prices. There has been a better demand for squares or rugs than for stair and floor carpet. Two of the Canadian manufacturers have withdrawn from the market during the past month so far as price quotations are concerned. It is expected they will be back into the market with quotations on their Fall lines in the near future and that new prices will be considerably higher.

During the latter part of April there was a further advance of from 5c to 10c per yard recorded in the price of all English and Canadian makes of linoleum and oilcloth. Stocks of oilcloth in wholesalers' hands are light and the higher prices from manufacturers will affect prices to the retailer almost immediately. The high price of linseed oil and the scarcity of jute used in the manufacture of oilcloth and linoleum are items that have a pertinent bearing on the advancing prices of these commodities.

SHIPMENTS OF PINS AND NEEDLES

Stocks Arriving Are Going Into Trade Channels Steadily—Demand for Needles of All Kinds is Good.

PINS, NEEDLES.—Further shipments of pins and needles to Canadian importers arrived from England during the month and went into trade channels at a steady rate of consumption. Last month a considerable shipment of some two million needles was reported which to importers was taken as a hopeful sign that perhaps further stocks could be looked for. Arrivals during the past month further confirmed this feeling of optimism with respect to supplies. Deliveries from Canadian manufacturers of pins and needles are progressing slowly owing to the volume of business that they have been called upon to handle. There has been a good local demand for needles and pins and prices have remained unchanged. Following are the quotations:—

Sewing needles, per thousand	$1.50
Darning needles, per gross packets, 10 needles in packet	4.00
Knitting needles, No. 13 gauge, per gross sets, four needles to set	5.40

BY DEALER AND TRADE PAPER

(Continued from page 21.)

persisted in until the guest towels were a success in the market.

"In connection with working up the support of the dealer, I used to send them circulars with illustrations to show in their windows, and cards, and cuts for their local newspaper advertising. Some of these circulars were in the nature of selling talks for the clerks and also for their regular advertising. For instance, in one I had 'Four Reasons' why Old Bleach linens were superior to others. One of these was that it did not go through the process of chemical bleaching, but the 'troublesome and tedious process of grass bleaching practised by our forebears, who relied on the generous rays of the sun to whiten their flaxen treasure.'"

In another circular, equally adaptable to retail advertising, Mr. Cosbie said: "So many people are now building themselves palatial homes, they are casting about for furnishings that are in keeping, and the woman who spends her money on Good Linen does not want it by the yard. Cloths and Napkins to match, Embroidered Table Drapery, Bed Spreads and Shams, Embroidered Linen Sheets and Pillow Cases (with large monograms as part of the pattern which gives an exclusive and individual touch) are what is required."

A 1904 Ad. in "D.G.R."

During this period when he was building up sales of both lines, Mr. Cosbie was a steady advertiser in DRY GOODS REVIEW. Let us dismiss this, however, with a very modest contribution, a reference to an ad. that appeared some fourteen years ago. It was in the form of a half-page ad. and ran in part as follows:

"Old Bleach Linens, All Grass Bleached.
"All in the Spring was the brown flax spun,
All in the Summer it bleached in the Sun."—Phoebe Carey.

With this appeared a half-tone showing a Bleach Green of 100 acres in Randalstown, Ireland. Mr. Cosbie was mentioned as the sole agent for Canada.

By the way, Mr. Cosbie was born nine miles from these famous mills, so what more natural than that he should turn to this agency out here in Canada.

U. S. IN WAR CUTS HIS RENT

A TORONTO manufacturer who imports a certain amount of goods across the middle Atlantic, states that the only effect he has noticed so far of the United States entering the war is that his house at Long Island which should rent for $1,500, creates no interest to Summer resort seekers this year. It is too near points of possible danger.

DRY GOODS REVIEW

The Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, MAY, 1917 No. 5

NO GUARANTEES OF DELIVERY

A TORONTO importer of large quantities of goods from Europe waxed very enthusiastic over one point in present trade conditions which he believes is a big disturbing factor which ought to be eliminated. The gist of his argument is this:

There is more co-operation needed all along the line from manufacturer to retailer inclusive in order to smooth out conditions. The root of much trouble lies in the fact that a number of retailers still insist upon a guarantee of delivery upon a certain date. When the goods are overdue these men feel quite at liberty to return the goods. Salesmen, he says, should not take orders guaranteeing delivery, for it *cannot* be certain. If all salesmen would make this plain to buyers, goods would not have to be turned back on wholesalers, agents and manufacturers. Retailers should not insist upon a delivery guarantee because they have found that the guarantee *must* fail at times and not salesmen, wholesalers, agents nor even manufacturers are able to say with certainty when delivery will be made. Raw materials, labor and shipping facilities are so uncertain that guarantees cannot be dependable and all in the trade ought to realize this.

A CAUTION THAT IS COMMENDABLE

TOWARDS the end of April, Bradstreet's reported conditions in the wholesale trade and among retailers as that which DRY GOODS REVIEW had maintained for months past was the only safe condition for both classes under present and future circumstances. They declared that "A cautious attitude is being pursued by the better class of retailers who have stocked up liberally. While many wholesalers report larger turnovers than last year, this is due for the most part to enhanced values of commodities rather than to an actual increase in volume of goods going out. Wholesalers who are usually optimistic state that it is harder to sell goods now than a year ago, and with the Spring orders out of the way they anticipate a slacking off on business. While there has been no indication yet of a decrease in prices, wholesalers and retailers alike are beginning to prepare for the changed conditions which they fear will come sooner or later, and retail dealers are beginning to move out the goods which they bought at the lower level."

DRY GOODS REVIEW can see no indication of lower prices for a long time to come, but caution in buying at the present high levels, even if these are to go still higher, is a commendable quality for the merchant.

PRESIDENT WILSON'S WORD TO THE MERCHANTS

FROM President Wilson's war proclamation we take the following words:—

"This let me say to the middlemen of every sort, whether they are handling our foodstuffs or our raw materials of manufacture or the products of our mills and factories: "The eyes of the country will be especially upon you. This is your opportunity for signal service, efficient and disinterested. The country expects you, as it expects all others, to forego unusual profits, to organize and expedite shipments of supplies of every kind, but especially of food, with an eye to the service you are rendering and in the spirit of those who enlist in the ranks, for their people, not for themselves. I shall confidently expect you to deserve and win the confidence of people of every sort and station."

They are good words and give to the merchant the meed of praise that in so many instances is distinctly his due. The simple statement that the merchants who do not attempt to enhance prices in these trying times, are doing a "signal, efficient and disinterested service," is a pleasant reversal of the usual tune.

You are liable to achieve more by words like these than by the futile, ill-judged charges emanating from the Department of Labor at Ottawa.

DRY GOODS REVIEW

DRESS FABRICS AND SILKS

WOOLENS

All-Wool Goods May Soon Be Off The Market—More Subdued Colors—Hot House Plaids

THE ever-increasing demands of war for wool products mean that supplies are getting lower daily. One Toronto wholesaler believes that there is a possibility of fine all-wool materials being off the market entirely next year. Meanwhile what wool there is will no doubt be spread over a large area by the addition of cotton. The trade must expect this just as necessity demanded in the case of most linens. It is found that the wearing qualities and appearance of woolen goods are not hindered by the addition of cotton and therefore consumers will have to be educated to "mixtures" in their suits and overcoats as in their towels and table damasks.

Apart from the fine serges and broadcloths, Fall materials are characterized by their thick, soft appearance. Many of them are rough and coarse on the surface though the weave is firm and close. Colors are in many instances lighter than those in vogue last year but considerably more subdued than the Summer hues. But dark and some high shades are shown. Greys, soft golden browns, tans, and soft greens are among the lighter shades favored. Subdued stripes and plaids will be good for coatings separate skirts and outing suits.

Interesting reports on some French novelties are coming in. Coarsely finished goods are favored also dark colors and light weights. Draping qualities are a feature. "Bure" is mentioned as a leader. Developments from the bure weave in different finishes are also good. Various surfaces on wool jersey foundations are among the new things. Pottery and wool shades will be favored. The color range also includes reddish maroons, copper, leather, deep reds and deep greens. Among the sports shades retained are Saffron yellow, Malachite green, blue de France and begonia red. Checks in black and white with colored threads showing are among the attractions.

Other materials such as kasha cotticotta, buronnette and natune are mentioned among the leaders. These are described in our French letter elsewhere in this issue.

A New York fabric especially adaptable for coats is called "buckskin" cloth, from which name one concludes that the material is of fine, soft, close weave. It is said to be of rich appearnce and is made in 17 shades. New York plaids for Fall are said to be gay with life and brilliancy—plaids of the hot house style."

THE SITUATION IN LINENS

THE CHIEF aim of linen manufacturers at present is to supply the wants of the Government since supplies of both flax and jute are almost impossible to obtain for private orders.

The big demands from both sources keep prices ascending and business generally is quite active, especially among wholesalers. Belfast manufacturers are booked up to the end of the year.

Earlier in the war coarser linens advanced most but the finer goods are now going up considerably faster than at first which is probably due to the absence of Belgium flax on the market. One line of damask has risen from $1.55 to $2.34, while a full 100 per cent. increase on plain fine weaves has been reached.

Because of the scarcity, New York decides to make handkerchief linen the mode for Summer gowns and many indeed are the elaborate models offered. The same material for blouse meets with much favor. This fashion is not yet noticeable in Canada, however.

Deliveries in Canada in limited lines that are being turned out, continue fairly good.

BRIGHT SILKS FOR FALL

Fanciful Flowered Effects Now Seen in Satins—Stripes Best For Dresses, Large Spots Waning With Summer

PREFERENCE in Summer silks hovers still around crepes, taffetas, poplins, Habutais, and raw silks of all kinds. Wholesales have pretty well sold up their supplies of the brilliantly patterned goods. These have found their way to the store counters and windows and are said to be selling well.

The appearance in public of the brilliant sports effects has been retarded so far by the cool Spring weather. In fact, little of the high colors have appeared at all yet except in the top coats. The amount that has sold already, especially in silks is guarantee enough, however, that with the first real Summer days will appear the brilliant hues and loud designs which characterize this year's merchandise.

It is hardly likely that the sports type of silks will be offered for Fall selling for gowns. Bright colors in fanciful flowered effects and combined into spot designs will however be good for Fall linings. These are shown now on satins and poplins for that purpose. The near est to these effects in dress silks will be found in the satin brocades in light and some bright shades among which coral and green seem to be favorites.

Satins will undoubtedly have the call as the leading fabric for Fall. In the United States charmeuse will have a big run but the price in Canada will be almost prohibitive so that paillette and duchess will be the strong weaves here. These will be in the standard colors of green, greys, browns, wines, black and navy.

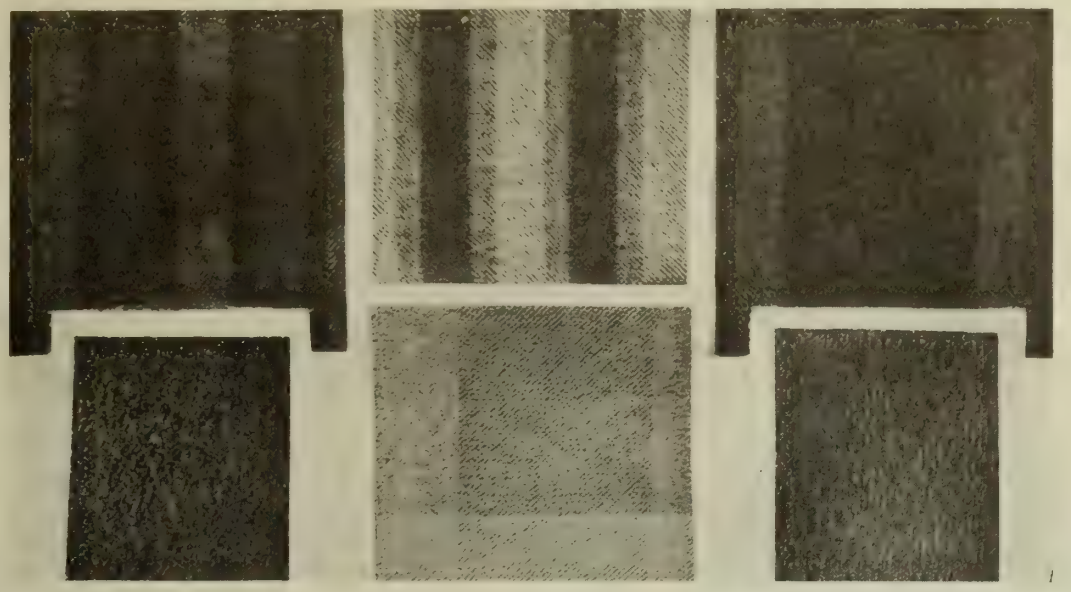
The Fall silks will be fancy but in more subdued varieties of combinations. New fancies are on the way for waists, skirts and dresses. Plaids will be used much for trimming. For whole dresses stripes will be best, it is expected, while large spots will drop off with the Summer goods.

Next to satins, crepe de chine will be used in the Fall. The strong call this season for taffetas makes silk men confident that the demand will carry over to Spring 1918. It seems from this then that retailers who may have a stock of good taffetas left at the end the Summer would do well to carry them until next Spring for the prices will be higher then. In the case of cheap taffetas it might be just as well to get rid of them this Fall before they have a chance to split on the shelves.

A limited quantity of yarn dyed satins is coming in in small shipments and will be on hand for Fall delivery.

Georgettes continue good. A warning is offered, however, that a flooding of the market with low grades will destroy demand. People do not find the low grades satisfactory and after once purchasing them will be afraid of the better goods. It seems to be more satisfactory through-

WOOLEN GOODS FOR FALL



Upper three and lower centre illustrate fine French serges in new 3-tone stripes and plaids. Colors are soft and without strong contrasts. Combinations of two browns and green, two fawns and Saxe blue; grey and amethyst are among these. Lower left is new "Pom Pom" cloth in Beaver shade; lower right is "Treco Knit" in old gold, imitating a thick soft jersey, but is woven. Shown American Woolen Co. (Wilson & Paterson, Toronto and Montreal.)

out to stick to a recognized standard and the big demand for the reliable grades is guarantee of the satisfaction which it gives.

Foulard promises well in the States, but like Charmeuse comes high in Canada. There are some new Fall designs in coin spots and also smaller spots which form stripes.

PILE FABRICS

Bigger Sale Than Ever Next Fall at Heavy Price Advances—High Wool Prices Will Help.

PILE fabrics probably will have a bigger run than ever before, next Fall. They will be used in fur shades such as seal, mole and beaver, a great deal for trimmings. Blacks will be used for coats again. The prices have, of course, materially advanced since last season. Goods which then were $5.00 will be $7.50 to $10.00, so DRY GOODS REVIEW was informed by a prominent Toronto wholesaler. This will probably increase interest in cotton pile goods. These are shown in long close pile in a good range of rich dark colorings such as bottle green, Burgundy, seal, mole and tapestry blue. The wearing qualities of these materials are said to be even better than those of the silk plushes.

One of the large wholesalers thinks that the increasing scarcity of wool will make ordinarily accepted weaves so high in price that people will be bound to look for something else. This will make corduroys very good for suits, skirts and coats and already some good clear, even shades of blue, brown and green are to be seen. Wanamaker's at Philadelphia are offering corduroys in sports designs. The colors are Mexican gold, Shadow Lawn green, Copenhagen blue, straw color and white. These are all wide wale cord and show the large square and round colored sports designs. They sell at $1.00 a yard.

COTTON WITH WOOL EFFECTS

New Processes Taking Well in England—Egyptian Suggestion in Patterns—Prevailing Colorful Designs in Voiles

SUMMER cottons continue to appear and disappear in all the types of designs and backgrounds produced in silks. By far the biggest sellers in shirtings are backgrounds of white or some shade resembling natural raw silk. On both of these are printed fancy stripes, large spots, plaids, or Oriental designs. The colors in all these designs continue numerous and brilliant. Egyptian suggestions are the newest. In these the large motifs are usually interspersed with small ones.

In sheer goods voiles are exceedingly good. These too have taken on the prevailing colorful designs and in addition are selling well in solid colors in the high shades as well as in white and pastel. Lemon, maize, tan, Copenhagen, Saxe, delf, navy, rose, raspberry, pearl grey, russet, and in fact all other colors obtainable sell. Voiles with hairline stripes and small plaids, small allover effects and shadow patterns both small and very large are among this year's goods which attract customers in the large retail stores.

Ginghams are fulfilling all the early anticipations of the trade for big sale of them for this Summer. They are quite the latest innovation for sports suits and look really smart when collar and cuffs of organdie are added. Plaid ginghams have returned in all their old strength for little girls' and misses' school frocks and for house dresses.

Embroidered cottons sell best in lace borders or with the embroidery colored. Voiles similar to those shown in last month's DRY GOODS REVIEW, which were sent to us from Paris, are being shown in Toronto and are proving successful sellers. All dress embroideries with touches of color either in borders or allovers sell well this season.

Improved processes of making cotton fabrics with wool effects are meeting with much success in England. Threads of cotton yarn treated under the new methods may be manufactured by weavor knitting and may be combined with any other kind of yarn to produce a compound yarn suitable for use in the manufacture of fabrics of any kind.

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DRY GOODS REVIEW

FUR DEPARTMENT

BARREL EFFECT IN FALL COATS

Full Around Hips and Brought in About the Skirt — Lighter Fox and Wolf Shades.

MONTREAL, May 1—While the season for the production of the latest designs in fur styles for late Fall wear 1917 has been extraordinarily late this year, the last days of April have seen the arrival of models from New York showing the very latest creations in exclusive furs.

The barrel effect is being shown in ultra-fashionable styles for the leaders of fashion. The newest coats are full around the hips, and brought in about the skirts quite dedecidedly. Kimono sleeves are everywhere in vogue with these latest styles. Large cape collars are being shown. Hudson's seal is still the only thing for the very dressy coat.

Trimmings are coming in beaver, various kinds of fox, and natural coon in nice dark varieties. Mink is not so far very strongly in style, but is making a bid for place in fashion's list.

Kolinsky, going very strong across the border, seems slow to find vogue in Canada as yet, but there is a very good squirrel in kolinsky shade which is likely to go well, according to recent opinions.

Kolinsky for Summer



One of the newest cape-scarfs with reversible collar and convenient pockets. New York is fond of kolinsky for this Summer.

Dark fox and wolf seem far in the background, fashion's favors being given very much more strongly to all kinds of light fancy shades of fox and wolf, and these lighter fox and wolf furs are very likely to have a considerable vogue.

Muffs are all following the round idea in style this Fall, and the waisty effects in coats which were hinted at last Fall are absent this season. The backs of coats will fall away free and full for the most part, and conservative designs in fur coats will be in straight line effects, though the style leaders will be wearing the "barrel effect."

NEW YORK STYLES

Capes and Long Stoles are Good—Next Fall's Hudson Seal Coats With Less Flare—Skunk and Beaver

THE MILITARY cape with high adjustable collar is highly spoken of in New York just now. One style is made of caracul fringed with ermine tails. When it parts in front it shows a fichu of folded ermine, very supple and hemmed with tails.

Some new neck pieces have the ends beaded instead of fringed.

All shades of red are shown as linings for seal.

A coat of mole has a 12-inch band of leopard around the bottom. Where the two furs are joined is an edging of skunk. A muff and hat match the coat. Mole is considered excellent for motoring just now. So too is raccoon.

A cape of mole is in chessboard effect. It is longer in the back than in the front, the collar is of tailless ermine.

A long Russian sable stole is wrapped about the figure becomingly. The lining is a delicate yellow.

Grey Squirrel Revived

Grey squirrel is being revived, especially with the navy blue tailored suits which so many are wearing.

The Hudson seal coats which are promised another big season next Winter do not show the extreme flare of the early models last season. They maintain a smart sweep, however, and much skunk trimming. One new model has a girdle of the seal with wide pointed ends edged with skunk also and tied at the left side.

A long cape of broadtail has a flaring collar of chinchilla. The lining is of pale cerise draped with grey chiffon. Georgette in pale tints is strongly favored for fur and evening wrap linings.

Skunk and beaver are mentioned among the leading furs for Fall.

Greenland blue is a new shade of fox and can be dyed only from the best quality of white fox.

Fur trimmed dresses will be fashionable again next Winter but not for even-

ing wear. Afternoon gowns of chiffon or velvet will find no better trimming than furs. Mole, kolinsky and chinchilla squirrel will be best.

Long stoles are selling very well. Customers frequently ask first to see capes but end up by purchasing an open fox scarf. These are more generally becoming.

ST. LOUIS SALES

Advances Over January in Most Popular Furs from 10 to 50 per cent.

HIGHER prices on the whole were realized at the St. Louis Fur Sales of Funsten Bros. in the latter part of April, and the prophecy that was made by some buyers after the New York auction of a slump was far from being realized. Indeed in some cases very heavy advances over January were registered, moles being 50 per cent. up; mink from 15 to 30 per cent.; otter, 25 per cent.; Russian ermine, 25 per cent.; chinchilla, 30 per cent.

The northern and fancy furs especially, brought good prices.

Alaska sealskins were the same as in January; Russian sables, up 25 per cent.; silver fox was the same on high grades, but lower grades were 25 per cent. up. Civet cat and bear were unchanged.

Fitch was 10 per cent. up; Beaver 15 per cent. up muskrat (1,100,000), 15 per cent. higher; and Australian opossum, 10 per cent. more. There were 60,000 mink sold and 12,350 red fox, the latter being up 30 per cent.

Lynx was the same as in January; northern wolf, 25 per cent. up, and cross fox, 30 per cent. higher.

The next sale in St. Louis will be held on October 8 and days following.

AT THE LYON'S FAIR

Return of Natural Furs—Big Call for Marten, Skunk and Foxes—Novelty Round Muffs Shown.

BEAUTIFUL skins, dressed, dyed and mounted are shown in great numbers at the Lyons industrial fair, but more than the skins themselves creates interest in the displays this year. There are many attractive stoles, novel decorations and elegant Parisian creations showing the last developments from the skins.

There is some return to natural furs such as French marten, skunk and the Russian skunk. This change is due to difficulties in the preparations for the favored glossy furs. A vogue for mink comes with these natural furs but owing to shipping difficulties it is uncertain what quantity of these Canadian skins will reach the French market. One firm had 300,000 francs' worth torpedoed on the Laconia.

Foxes are very prominent. Black fox skins ranged from 4,000 to 5,000 francs a piece; silver 2,000 to 4,000 francs; blue 1,000 to 1,500. There were also crossed, white and Silka fox.

Russian sable, marten, Canada marten and sea otter are in big demand. Chinchilla is rare and expensive, and ermine too has a big call.

Persian astrakhan and astrakhan moire are from 20 to 80 francs the skin. Kolinsky and skunk-colored opossum are of much interest.

Some Parisian models and fancy novelties were brought to the fair and their elegance was notable. A corner was developed in Directoire style with carved wainscoting, old prints and interesting posters, lights, rugs and flowers, all contributed to the luxuriousness. In the garments displayed the oval silhouette ruled but without being extreme. A tendency to combine furs was evident, especially mole and kolinsky sable. This latter is dyed a rich brown tint without the red tinge which was seen before the war. Scarfs of a single large fox skin will be very good next season again. Skunk muffs with no visible stitching and spiral muffs made of a long band of the fur twisted around the muff bed on the bias are new notes. Muffs are to be long and flexible but round. They are like large tubes inflated toward the middle which the wearer may pull out or roll into a ball at will.

In sets, shawls and fichus of kolinsky and ermine and skunk and ermine lead.

"Djenane" is a mantle of astrakhan moire and has trimmings of gray fox on the big collar and sleeves. Linings are of beautiful silks and fancy crepes.

Fox and Fisher in Canada.

Foxes and Fisher are the furs which Toronto women are buying for Summer use. A few like kolinsky and ermine but the foxes sell well. "People are not well enough acquainted with kolinsky to take it up very strongly yet," said the manager of one of the large retail departments. White fox is preferred for summer, but natural grey fox, black, cross, taupe, red, rose and blue are all taken.

Less expensive furs which are also quite popular for Summer this year include combed Thibet, which makes a good substitute for white fox. Some wolf skins are dyed to imitate Isabella and rose fox, and the effect is so good that a goodly number of sales has been recorded.

BATHING SUITS

Bright Colors and Corn Spots As Well As Quiet Blue—Tunic Over Annette Kellerman Tights

JUDGING by the great increase reported in sales of bathing suits this year over last, about three times as many women as before will indulge in aquatic physical culture this season. The colors they will appear in will be as formerly, blue and black, in the large majority of cases. These will have a great variety of high colors and fancy materials for trimmings of which a brilliant orange is the favorite. Green, cerise, white and stripes and coin spots are sold in large numbers also.

The materials favored, apart from the knitted suits described previously in DRY GOODS REVIEW, are satin, taffeta, messaline, mohair, serge, and silk and cotton mixtures. Some are made in sateen and other all cotton materials, but these are never as satisfactory as the others mentioned.

Tunic suits worn over Annette Kellerman tights, have sold exceedingly well. These have no sleeves as a rule, other than a slit shoulder cap. One firm which has a patented garment with blouse, bloomers, and skirt all in one, and requiring just four buttons to adjust, has found that this style constitutes 80 per cent. of its sales.

When the bathing season actually opens up, there is no doubt that many more novelties will find their way from the manufacturer to the beach.

B. Altman & Co., New York, had a window of bathing suits recently, in which appeared a model of oyster white pongee made with short yoke and sleeveless jacket of red wool jersey; the dress section was full with belt at the raised waistline; the pongee was stitched in red. A blue wool jersey had full length cape of white taffeta, with broad pointed shoulder collar of blue. Dress and collar were trimmed with gold buttons. Another model of pongee had knee bloomers, jacket piped with blue, sash ends serving as a girdle, and short sleeves.

UNDERSKIRTS

Shot Taffetas Preferred—Habutai Good For Summer—All Dainty Whitewear

TAFFETAS continue to be the big leader in colored underskirt materials. Shot effects are selling best. This latter fact is said to be due to the dye situation which is a matter of much concern. "Colors never can be matched and even when we order from a sample we do not know what we shall really get," said one manufacturer. Shot effects are much more satisfactory than the plain colors because the blend or contrast serves to tone down colors so that they may be worn with different shades of outer garments whereas one of the colors alone might be quite unsuitable. For example a light blue and gold shot silk might accompany almost any of the mustard, chartreuse, gold order of suits but either shade by itself might create a frightful effect with any but a perfectly matching shade. Brown and green, blue and green, yellow and green, cerise and grey are other shot combinations which sell readily.

Newest models are fairly wide and a number are made with many gathered ruffles instead of pleatings. Novelties are not in demand and therefore none are shown except in a few exclusive evening models.

A good many white Habutai skirts have been taken for summer trade, also some white taffeta. Habutai has been exceptionally good when one considers the serious difficulty in obtaining goods, the upset market condition and very high prices. No guarantee goes with any silks now, either as to wearing qualities or colors.

We have just completed our new samples in

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the most exclusive line in the trade outside of 5th Avenue. Prices for select No. 1 Coats, $149.00 up.

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We will be pleased to have the opportunity of showing you this range through our travellers. Now on the road.

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L. Gnaedinger, Son & Company

90, 92, 94 ST. PETER STREET **MONTREAL**

READY-TO-WEAR

OVERALLS FOR WOMEN GAINING

Advocated For Gardening and Housework Rather Than For Munitions—Cream Colored Line Out For Tennis—Used in British Columbia.

DEALERS are no doubt watching with interest news of the progress of the new overalls for women. During the past month these garments have been displayed in the stores and have attracted no little attention. Because they are such a decided innovation and designed for certain purposes rather than for the general public, necessarily causes them to be accepted with a little hesitancy.

So far the stores have not played up their new line in any special way but now after a month's showing of them Eaton's intend making a special feature of women's overalls early in May.

In Same Shop With Men

The supervisor of women's labor for the Imperial Munitions Board finds that so far as Toronto munitions factories are concerned the girls do not take readily to overalls. This is chiefly due to the fact that so many of them are working in the same building with men and they do not care to adopt the new style of dress unless working entirely by themselves. There are some girls who are wearing them and they seem to like the overalls. Overalls are not really necessary, she claims, for munitions work because the girls are not working where the machinery is liable to entangle them. It is high up from the floor and so the overall apron is considered all that is necessary.

Gardening, Fruit Picking, Housework

"Where I do think these overall dresses would be of great value and convenience," the supervisor said to DRY GOODS REVIEW, "is the gardening, fruit-picking and housework. Where a woman may go about her work by herself or is doing a good deal of stepping up and down, the overalls would be very practical. In British Columbia munitions workers have adopted overalls in a great many cases and seem to like them, but they have not been taken up much in Toronto."

Miss MacLean, munitions, inspector at the Russell Motor Car Co., stated to DRY GOODS REVIEW that in her factory there were a few girls wearing the overalls, but they formed a very small percentage. Not more than ten girls in each of three shifts had them and some 1,200 girls were working on the machines altogether.

Good for Gardening



One of the new Women's All-Overs Shown by Hamilton Carhart Cotton Mills, Limited.

"We do not intend to adopt the overall dress here," said Miss MacLean, "unless the girls really want it. If they find it cooler for the summer it may be taken up. When overalls were first mentioned the girls came to me in great excitement asking if they would have to wear them. They do not like the idea especially where men are working, and anyway that form of dress is really not necessary for munition work."

For Tennis Playing

A new use for the overall costume has been developed since last month. Eaton's are getting in a supply made of cream colored duck in the two-piece style with long belted blouse and these are designed to attract tennis players. This seems like a very practical idea. Besides these, of course, there are those made of khaki-cloth, chambray and denim.

"Feminalls"

During the past month an Omaha store held a big demonstration of the new garment which they called "Feminalls," placing emphasis on housework and garden work as the purpose of the garb. It was pointed out that feminalls were cool, comfortable and easy to launder. They were demonstrated on living models.

As a breakfast set the skirt hides the trousers or bloomers. Then the skirt may be discarded or the jacket worn in combination making an ideal costume for gardening. The materials are fancy gingham, percales, and cheviots.

SKIRTS

Straight Lines With Pockets Like Work Bags, and Girdles Essential

STRAIGHT lines predominate over all else for summer separate skirts. That is, the skirt is cut on straight lines even though the size and shape of its pockets do much to give a different impression.

So far the skirts displayed in the large retail stores are silks, silks everywhere! Taffetas, poplins, khaki-kools, pussy willows, satins and Shantungs in all manners of color effects seem to attract sufficient attention for the present. Just an occasional sample of wash skirts is displayed. These too adhere to straight lines and are slightly gathered in the back. Manufacturers have turned out very few "barrels" in the wash skirts but there is a possibility that they will be called upon to furnish a goodly number for late season retailing.

A belt or girdle is a very important matter in all classes of skirts, particularly if pockets happen to be omitted. One model is of khaki-kool natural shade with printed sports spots. The top of the skirt is hidden under a crushed girdle with ends caught loosely through a covered ring at the hip. The girdle is about 10 inches wide and finished with 4-inch fringe of green silk cord. Inside one of the sash ends the pocket is concealed. This model was one of a number marked down from $35.00 to $19.50 at the T. Eaton Co.'s store.

The narrow double girdles are good also. These usually extend across the sides, back or front. One new skirt has a soft crush girdle at the back and sides and two narrow ribbon velvet pieces connecting with the girdle at the side fronts by means of two large silk-covered buckles.

One smart grey silk poplin skirt has a straight belt, and 4-inch box pleat at either side of the skirt. On each pleat were appliqued at intervals five Chinese embroidered medallions, the lowest one being on the hem.

Black satin skirts continue quite active and many elaborate varieties in white are to be seen. Some new importations are in heavy white corded and white brocaded silks with side drapes.

CORSETS

Rubber Corsets For Athletic Purposes—New Summer Styles in Brassieres

A WINDOW of brassieres featuring those made of plain white net for summer wear was shown at Eaton's recently. Some had under-sleeves with dress shields attached.

A bandeau made without shoulder straps is found saleable, and very necessary for evening wear. These are said to have a snug fit because of their special cut with a wide top piece in front sloping low behind. A ribbon runner also helps to make the fit better. There is boning at the back and sides.

Another new model is a bandeau of white linen. It is cut similar to the bandeau in tricot and crepe de chine and fastens in the back. There is a sports model, however, with front fastening. It is cut to the figure with V-neck and with the two ends crossing and held down by hose supporters.

Low Tops Lead in Corsets

The low top corsets which are now fashionable in styles for all figures make brassieres imperative. Some of corsets are merely girdles and the boning is very slight. Corset designers are no longer fitting women into corsets but are fitting corsets to women so that comfort is quite as essential as style. The natural figure just held into position is the effect sought.

Rubber corsets are coming more into prominence with the reign of athletics Rubber in inch-wide bands fastened together with stitchings makes a lighter cooler corset than does the solid knit rubber.

Couch, Johnston & Cryderman, dry goods merchants, of Bowmanville, have been granted a charter, with authorized capital of $40,000.

The Toronto Hat Co. has been incorporated with authorized capital of $80,000. Among the provisional directors are J. C. Baker and J. M. Radford. The Style Hat Co. has received a charter with capital of $40,000.

FALL MODELS IN COATS

Waist Line Definitely Marked by Belt or Sash—Departures From Last Year—Long Capes Coming?—Satin Coats in Colors.

Replacing Top Coat for Summer



Military cape of army blue bolivia cloth. Collar, lapels and facings of white broadcloth; white pearl buttons.

SAMPLES made up from some French coat models for next Fall have features which mark last year's early coats as distinctly passe. The materials and colors shown so far are however very similar to those shown last winter. Broadcloth, velour, beaver cloth, kersey and thick plushes are shown in the more exclusive coats while chinchilla cloth, Whitney cloth and shown for linings. Plain satin matching tweeds go into the cheaper lines. In the best models bright colored fancy designs in all-over effects on pussy willow taffetas and heavy Jap silks are shown for linings. Plain satin matching the color of the outside is used with heavy materials which do not require lining all through. Burgundy, green, brown, navy and black cover the color range so far but manufacturers have on the way some lighter, higher colors which will relieve the sombre tones.

Waistline Marked

Of a dozen new models seen at one house, all had the waistline definitely marked in some way. Usually it was a belt or sash. One very smart plaid tweed had an Empire waistline at the back finished with a deep tuck falling over the full gathers of the skirt part, the waist and sleeves were cut in one with bolero effect in front coming down

into large hip pockets; large reversible collar.

Tie Ends on Collars

In some cases the collars are cut in front into tie ends anywhere from 10 to 24 inches in length. One model of brown wool velour had a large button on either side of the belt so that these ties might be crossed and buttoned down at the ends, or if preferred they might be turned back over the collar behind and held there as trimming by a dome fastener; these ends were finished with a beaver plush pompom.

Extremely graceful in line is a real barrel-cut coat of green velour; the back and front are one with the 10-inch band which holds in the side gathers at the bottom. This coat, too, has a huge collar, wide and extending to the waist at the back. At the lower edge which is straight, buttons are on one half and loops on the other so that the two may be fastened together forming a smart hood effect. Just one large green button was used for fastening in front.

Coats more than any other Fall garments seem to take to the barrel silhouette. Even the coats cut strictly straight have bulging pockets. One new feature of some of these pockets is that they are set right into the cloth and not stitched on to the outside.

In cloth coats at least there is none of last year's flare shown. Even the long pile sealette and plush coats are straight or tapering in towards the bottom. One smart black plush coat had a three-inch loose belt which held in box pleats steamed in the full length of the coat.

Just now long satin coats are shown a good deal in the shops and they are not confined to blacks. One model in a Yonge St. window is of chartreuse satin with collor, cuffs and sash of printed chartreuse silk poplin. A smartly dressed woman on Toronto's main thoroughfare was wearing a full-length navy blue satin coat with very deep square collar and wide band at the hem both of taupe marabout; girdle of antique silver. A number of models are seen having close fitting collar with cape at the back only of elbow-length —a decided military effect.

Another type of coat featured recently at Holt, Renfrew & Co.'s was the leather motor coat with hat to match. Brown, green and purple were shown in suede finish and a dressed leather in tan.

Eaton's show a long heavy wool jersey model of purple lined with fancy silk, with cuffs, collar, belt and hem embroidered in purple silk.

Cape Effects Coming

A number of new long coats shown in New York and a few worn at Palm Beach have a full-length cape at the back. They are a combination of cape and coat. The military cape, too, is meeting with considerable favor so that there is a possibility of long cape effects having a place in Fall fashions.

CHILDREN'S WEAR FOR FALL

Staple Corduroy Remains—Checks With Green Trimming —Some Barrels for Children and Misses.

For Little Girls



One of the earliest coats for next Fall. It is made of Copenhagen blue cotton plush velour in rich thick quality. Buttons are ivory with blue and silver circles. Rabbit cuffs and large reversible collar. Straight lines continue. Made by Hutner Cloak Co.

SAMPLES of Fall garments for children are beginning to appear. The materials shown so far are quite staple, corduroy, serge, cashmere, and checks being the chief items. Corduroy dresses are particularly good sellers with all firms. One firm finds its brown corduroys, cut straight, vested, and with brown silk collars, cuffs and buttons, made for ages from six to twelve years, the most satisfactory number shown. Burgundy green, navy and black and white checks are the colors offered now. Combinations of scarlet and checks, plain, serge and checks, and velvet and checks are also attractive. A pleated skirt of check with Eton coat effect of scarlet flannel is made for a very small Miss, and there are little smocked cashmere frocks for two and three year tots. A new style of black and white check dress for ages from six to twelve years has the back cut straight and loosely belted with dark green serge in front is a panel cut on the bias—also pockets. Tabs of the check are on either side of the long green collar which borders the top of the panel, a collar, cuffs and pocket bands of the green have a very smart effect checked buttons are also used for trimming. Green and checks it will be noted in our Paris letter are the very newest fancies for French children.

Barrel Fashions for Juniors

Manufacturers seem to see some hopeful possibilities in the varieties offered by the barrel fashion. They are showing a number of styles along that order in children's dresses and coats, for of course the little girl of to-day requires the same fashion features which her mother wears. The majority of styles adhere to the more simple straight-cut lines however.

When one looks through the late Summer models for Misses, the number of barrel skirts and pockets is unlimited. One manufacturer finds that dresses in tussahs and sports cottons cut in real barrel panels are selling everywhere. Small centres seem to be determined this year to keep quite apace with the largest cities and not to wait until the season is nearly over before indulging in novelties. For this reason manufacturers find difficulty in keeping up with orders and also in developing new features.

This applies to children's wear quite as much as to women's garments.

One feature which is very strong in Misses' sheer summer dresses as well as sports silks, is the combination of fancy colored materials with plain whites. This applies to voiles in particular. Fancy two or three-toned stripes or spots printed on voiles are worked up very attractively with plain white voile; there are some combinations too of plain tinted voiles with white. Rose, green, blue chartreuse and gold are used for these and sometimes the white is stitched and tucked with thread to match the colored material.

Big Demand for Filet Lace

The call among manufacturers for filet lace amounts almost to a clamour. Filet lends itself well to dainty effects and the additional popular trimmings of fine tucks and organdie insets. Cross-bar tucks are good. A model in white Marquisette had a three-inch band around the skirt of filet insertion, pin-tucks on either side and pin-tucks from the waist down, in 4-inch clusters forming cross-bars with the horizontal tucks. The waist was similarly adorned.

Early Fall Model



Black and white check dress of cotton serge with panel and pockets on the bias; collar, cuffs and belt of bottle green serge edged with black silk military braid; black and white buttons to match. Back is cut straight from neck to hem. Made by H. L. Watts, Ltd.

SOLDIER-BOY BLUE BLOUSES

New Shade That is Taking Well—Call Still is For Crepe de Chine and Georgette—High-class Voiles.

CREPE DE CHINE and Georgette continue to sell well, even though many people stick to the white models for Summer. Everywhere, both in Canada and the United States, demand is reported for tailored effects in good quality of crepe de chine. Georgettes, too, remain a leader for summer wear. Novelties in fancy Georgettes to accompany the sports silk skirts and khaki-kool suits are favored, and plain-colored Georgette or crepe de chine are frequently chosen for the tailored suits and dressy taffeta skirts.



New "Soldier Boy Blue"

In colors the newest shade to come into favor is "soldier boy blue"—just a tone livelier than Saxe, and very like that seen in the handsome French uniforms. This shade, combined with citrus, gold or chartreuse, also combinations of navy and gold, navy and coral, majenta and white, are selling well. Ocean green with gold ranks next. One dainty combination is sand, with tea rose. A model of this had lacings of tea rose and embroidery in sand. The body was of sand and the collar and cuff of tea rose.

Tucks Important

Fine tucks in dusters, shirt fronts and cross-bar effects are meeting with more favor daily. Sleeves and cuffs are trimmed by the same means. The trucks vary in size from 1-16 to ½ inch, but the finer ones sell best. Sometimes these are stitched with colored silk, with novel effect.

There are revivals again of the jabot fronts, which have been rather quiet for the past two or three months. A number of deep flat effects as well as pleated and gathered styles are among those reported as selling. Stitt's are showing a Georgette blouse in fine black and white stripes. The neck is round and finished with a 5-inch pleating, which lies flat. This is cut with the stripes going around forming checks with the under stripes. Cuffs have ruffles to match. Some crepe de chine models have no other trimming than the frilled front with picoted edges.

Double-breasted square-neck styles and those fastened with one large pearl button continue in fashion.

Simpson's are showing a canary Georgette, with round neck and laced at the side. front and cuffs, with narrow black velvet ribbon. They also have a plaid taffeta shirt waist in light shades with wide black stripe running through it; a petticoat of the same material was displayed beside it.

Very tiny pockets, either triangle or square, are shown on some of the newest silk models.

New Collar Touches

Collars, which are deep and double, are preferred. The long shoulder points are good and deep front effects also, but a collar deep in the back is essential. Some pretty effects are brought out by having the lower edge scalloped or ruffled. Long double points in fish-tail style remain good.

A new cuff, which is seen frequently, has a long cut on the front of the sleeve, and much shorter on the under side. A new model of soldier boy blue and citrus has a cuff like this, and a novel collar, double, and deep in the back, but not extending in front of the shoulders at all.

Exclusive Voile Models

There are beautiful lingerie models being offered for the Summer. They are mostly of fine French voile with filet lace trimming, Swiss organdie insets, fine tucks and pearl buttons. One attractive sleeve has the top part all pin-tucked about a third of the distance to the elbow.

EARLY FALL DRESSES

Coat Dress, but Present Lines Almost the Same—Russian Effects Weaker—Busy on Sports Frocks.

FILLING orders for sports garments remains the chief occupation of dress manufacturers. Away in the back of their heads they are storing up ideas for next Fall's gowns and in a few cases these ideas have already assembled themselves and evolved into actual models. DRY GOODS REVIEW has managed to extract some of this early information

The first important fact is that fashion has nothing new to offer! There is a general acceptance of last year's repertoire—straight lines, robe chemise, empire waist, moyenage types, and for dressy wear draped effects—with the addition of the oval silhouette which in its pure state is rare. The full length coat dress will probably be worn to a considerable extent in the early Fall.

A continuance of supplies materials is demanded in both woolens and silks. Hence we find gabardine, broad cloth and fine serges at present, with manufacturers waiting confidently for some new weaves. Silk gowns will be constructed of crepe de chine Georgette and satin for the most part. Novelties are expected in soft draping silks also. Foulards in coin spots and in stripes formed of small spots the spoken of as meeting with much approval already.

Barrel Influence Brings Longer Skirts.

Drapings and the barrel influence demand longer and narrower skirts than those which ruled last season. This year these types will just reach the ankles, and some models are as narrow as 1½ yards.

Fur Collars and Cuffs on Dresses.

Fancy stitching Egyptian embroidery, beads and military effects will be the features of trimmings again. One designer who has just returned from New York believes that large deep fur collars and fur cuffs, rather than bands, will trim many gowns next Winter. Belts and sashes will be stronger than ever.

While everything in Russian blouse effects is good at present, whether the material be voile, tussah, taffeta, linen or sports cottons, it is believed by many that the popularity of this style will diminish greatly by Fall.

Linen Dress for Summer Good.

Many attractive models are offered in one-piece effect for Summer also. Especially good are those of linen and voile. Oyster white, rose and blue are favorites in linen. These have wool or cotton embroidery or soutache braiding. A smart effect which is developed in various ways is the collar and vestee of white linen on colored dresses.

Yellow Voiles New Note.

All imaginable shades are good in the plain colored voile gowns, but the trend of favor follows the yellow shades. Biscuit, maize, lemon, citrus, tan and gold are all "hardy varieties" this year. These combined with touches of navy blue or black taffeta or white voile are quite a la mode.

New Combinations of Materials.

Latest reports from New York allow the most unheard of combinations of materials, such as gingham and crepe de chine or cottons with taffeta or satin. Color combinations remain good also. especially fancy patterns with plain materials, black and white or any of the high colors with white. All white, of course, is never ousted from an important place in Summer wear.

Attractive Summer Frock



Charmingly simple chemise dress of voile with lacey design embroidered. New deep cuffs coming well over back of hand, round yoke and ankle-length skirt. The waist line is defined only by the loose silk girdle embroidered to match the gown and finished with tassels.

MIDDIES

Silks Popular, But Little Change is Permissible in Original Design

Middies have become about as staple as hosiery. You will find them in every hamlet from the Peace River district to the Annapolis Valley. Because in their initial form they have been so well received, daring innovations have been rather few. Perhaps more variations are seen this season than ever before. The original white cotton middy holds its own, and the colored cottons extended into smocks are good. Collars, cuffs and basket-shaped pockets of chintz are novel trimmings, which are in accord with the present demand for chintz for all things for Summer.

In addition to cotton middies, those of Pongee and Habutai are in better favor than ever—the former for its good wearing qualities, the latter for its coolness. Colored silk cords or black ribbon velvet lacings are about the only trimmings as a rule. Small pockets are favored this year, and with these, coat effects are liked.

Silk-Finished Cotton Novelty

Simpson's are showing a coat middy of soft grey cotton, finished like raw silk. The collar, belt, pockets, and downward flaring cuffs are of white mercerized cotton, at which one looks twice or else believes they are satin. These have just a touch of colored embroidery. A 3-inch band on the deep round collar bags out behind like the well-known barrel pockets. The middy is priced at $2.95. A rose-colored linen-finished cotton slip-over model has trimmings similar to those just described. Another rose-colored model has a white cape collar, just the same in front as behind, except that it buttons with four pearl buttons over the front opening.

SOME DAINTY WHITEWEAR FOR THE JUNE BRIDE

Little Call for Sets—Mull Selling Well—Crepe de Chine and Italian Glove Silk — Chemisettes Replacing Two Pieces.

WHILE the number of June brides in Canada may be somewhat less this year than in normal times, the Spring and early Summer will remain important seasons for the whitewear departments. The attractive offerings both in finished garments and in stamped goods for handwork during the past couple of years have forced the public's interest until now the newest way of tucking a knot of ribbon on a nightgown is about as important to many a customer as the cut of her Summer frock.

Toronto retail stores report an active season in their French departments. These all white hand-embroidered garments in dainty designs are preferred by many fashionable women. A few people are still interested in sets but as a rule matched underwear is no longer in demand. One manufacturer reports some call for sets in Quebec. Outside of the French goods, however, little is made up to match. Parisiennes are getting away from it, too.

In factory-made garments much fine lace and embroidery is offered and any touch of ribbon seems to guarantee sale. Pink ribbons are seen in profusion, a little less blue and some maize, and lavender. Imitation crochet yokes sell also.

Many People Like Mull

Garments made of mull are in good demand especially when made in extremely negligee style for Summer. One of the large retail stores had a lot of pink mull gowns made up with low V-neck and sleeveless, just caught on the shoulders enough to hold, the edges were plain hemstitched. This lot sold out in one day. Pink mull and crepe cotton are both reported to be very difficult to obtain. Cotton garments have lost more of their big demand because of the great increase in sales of silk goods.

Much Interest in Silk

Crepe de chine and Italian glove silk are the big sellers for summer silk lingerie. These in negligee styles and tailored finish sell best. The glove silk hemstitched and with ribbon runners in chemisettes and gowns are especially in demand. Chemisettes seem to be replacing the vogue last year for camisoles and bloomers though these too are still selling fairly well. Crepe de chine gowns either hemstitched or picot edged are active. This material is good in corset covers chemisettes, camisoles underskirts, pajamas and negligees. All these silk garments are preferred in flesh tint though white and some pale blue are shown. White Habutai hemstitched and white Japanese silk with the native embroidery in white are new and extremely attractive.

Oriental Pyjamas



New Oriental pyjamas of light blue Japanese silk handsomely embroidered in pink. The plain bands are of white Japanese silk.

Little Summer Call for Wash Satin

Wash satin is scarcely visible at all just now. Its close weave makes it warmer and heavier than the other silks so that demand for it is best for winter selling.

The more elaborate summer gowns show much fine filet and silk rose lace some have organdie insets. Empire waistlines are still good. Some of the newest models show the straight neck—that is cut almost horizontally from shoulder to shoulder. In order to support the gown there are shoulder ribbons connecting back and front and tied in bow knots.

It should be noted too that while pajamas show no tendency to replace gowns, there is increasing demand enough to guarantee them a permanent place in underwear departments.

Novelties in the United States

Frills and more frills characterize petticoats shown in the States. Skirts are fuller, too, than in the past few years. Shot silks and wash satins are leading materials.

SUITS

Short Box Jackets for Summer Taffetas Strong—Ginghams Have Noticeable Place—Military for Fall.

THE newest innovation in suits whether of cloth or silk is that having the short "box" jacket which extends just below the waist-line. If there is a yoke the lower part and skirt may be box pleated but in many cases there is no pleat or gather, the box idea being carried out in plain straight lines. One neat model was of fine serge with three-inch stripes of navy alternated with grey. It was box pleated with the blue on top and the yoke collar and cuffs were of navy. A French model cut without pleats has a wide roll collar whose revers taper to the hem of the coat in front; it has ¾ length bell sleeves. This style is decidedly chic for Misses. Of course one sees one of this fashion for a hundred of the pleated, girdled type.



Simple Suits of Taffeta Favored

In taffetas, black, navy, greys and putty continue the leading colors. These in simple straight lines, wide, pointed collars, some little novel touch on the sleeve, shirred pockets and skirt, and often gold fancy stitching and tassels constitute the suit of the hour. Serge, gabardine and tricotine in the same colors and oftener with steamed narrow box pleats than shirrings are the most effective rivals for taffetas.

Sports Suits Necessary

In addition to a model from one of these two classes, the average woman will have a sports suit this year. It depends upon her income whether the sports suit will be one of the interesting fancy silk concoctions or one of linen or cotton in similar design to the silk patterns.

Colored Cotton Suits in Favor

Perhaps the woman who can afford the silk costume will have a suit of cotton also for morning shopping, but for variation we may call it a two piece dress. For this sort of suit anything from heavy pique to voile, gingham or printed mull is popular and the cuts are in the great majority of cases quite straight with the waist line loosely marked by a girdle or suede belt. Pockets and wide collars are quite as necessary on these cotton suits as on silk.

METHODS TO LESSEN "RETURNS" OF GARMENTS

Local Merchants Organizing in the States—Time Limits Are Being Set—Appeal to Public in Advertisements—Twenty Per Cent. of Sales Come Back — Against Approvals as Well.

THE weaknesses of "Returned Goods" conditions as existing in dry goods stores in Canada were ventilated by DRY GOODS REVIEW in a series of articles last year, in which we secured the co-operation of a large number of merchants who gave their own experiences and views on the subject. At the time it was held that a certain freedom of the right to return led to more cordial relations between customer and store and increased business. This principle was not endorsed, however, to the same extent for the Ready-to-Wear Department, for the return of goods is abused here to a shameful degree, and some united action is called for on the part of merchants.

The subject has just been revived by the National Cloak, Suit and Skirt Manufacturers' Association, who have issued a folder outlining the steps that have been carried out in a number of local campaigns in cities of the United States, and urging that merchants unite in all centres and work together, and in addition secure the co-operation of the public as has been done in many cases.

Twenty Per Cent. of Sales Returned.

The New York "Tribune" contains an article in which some startling figures are given to drive home the need for an ending to some of the more apparent abuses that have crept in. "Probably five million dollars," it declares, "is wasted in New York yearly through unreasonable return of purchased goods. You pay the bill," referring to the consumer.

"Twenty per cent. of all goods sold are returned. Not once in a hundred times is there any sound reason for the return.

"Thirty per cent. of all charged goods are returned. It's the charge account which forms the habit.

"It takes 150 per cent. of delivery to sell 100 per cent. of merchandise. The extra 50 per cent. goes into reselling returned goods.

$10,000 to Clean Returned Goods.

"One store spends $10,000 yearly in cleaning returned goods.

"A woman purchasing clothing, which she assumes to be new, has one chance out of three of getting something which some other woman has bought before her and rejected.

"The return habit is unsanitary, unfair and expensive."

The "Tribune" again, in an article written by Samuel Hopkins Adams, classifies the abusers of the "return" privilege under three heads: The ordinary "repeater" who is simply careless in ordering; the "fusser" whose trouble is psychological and needs an alienist, and the third, and by far the worst type, the "sweater," who grafts on the goods she gets before they are returned.

In Brooklyn a store tells the story on itself that a woman returned a lamp as she was moving to a flat and did not need it. Investigation showed that it was bought eight years before! But she got away with it,—the store accepted the return.

A New York woman sent a hat back three times to be re-re-re-trimmed. Another in Decatur, Ill., returned a ball of yarn she had bought seventeen years before, because she did not like the color of red! "Unbleached" stockings came back in still another case, and the store found out that it was just 24 years since they had had anything of the kind in stock!

This Girl Was a "Cheerful One."

As to the "sweaters." A pleasant looking girl came into the ready-to-wear department of a New York store to change a wrap, accompanied by a maid. She had bought it "only a few days ago."



One of the summer suits expected to be big sellers for the little fellow this Summer,

The records showed it was a month ago. "It looks worn," said the clerk. "No, she had only tried it on."

In one pocket was a bulge. The bulge was caused by:

A pair of worn white evening gloves.

A small powder box.

A theatre programme of the week previous.

She "couldn't imagine how those things got there."

In another case a woman had some dishes sent to her home, and returned them. On one was a portion of a salad she had served on these dishes.

Had Returned Ninety Per Cent.

One store was more courageous. A woman returned a suit. On looking up her record it was found that she was in the habit of returning 90 per cent. of her purchases. The store decided it was time to stop this kind of business and offered her the choice of paying for that suit or facing another kind of a suit. She paid.

A Gentle Suggestion.

The National Retail Dry Goods Association makes a suggestion with regard to these "sweaters." That is that each store make a list of customers who abuse the return privilege, and when a certain point has been reached write to the offender courteously explaining that so large a proportion of returns would seem to indicate her lack of appreciation of the store's goods and methods, and inquiring where the fault lies and what could be done to remedy it. One Los Angeles merchant reports that he uses the telephone for this purpose, and that the hint is well taken and has proved successful.

Time Limit on Returns

A number of cities in the United States have set a time limit and a short one at that, on the privilege of return. In St. Louis it is three days; Cleveland, two; Atlanta, three; Louisville, four; New Orleans, five.

In Denver a radical system is in operation. A representative of the store goes to the home in the case of all approvals or where the return privilege is asked, and waits until a choice has been made. In New York, Wanamaker's are establishing a ten-day limit.

Stores Combine and Advertise.

Some interesting forms of campaign in the way of educating the public have been carried on in some cities across the border. In Buffalo twelve of the large dry goods stores combined to attack both returns and approvals. In

Providence the leading merchants publish notices like this:

Articles returned by a customer are second-hand articles and must be sold at a sacrifice of cost.

Returned yard goods are remnants. For resale they must be reduced oftentimes fifty per cent. from the original price.

Rapidly changing styles and the probability of their being soiled reduce the value of returned garments.

All merchandise out of the store runs the risk of contact with disease.

The cost of selling, of wrapping, of delivering and later of calling again for articles and returning them to stock, with the many incidental items, is an important part of the general store expense.

Returning goods bought greatly affects the salespeople whose time has been taken up in profitless employment. Moreover, opportunities to sell the same goods have been lost by the salespeople while they are in the customer's possession.

It is obvious, therefore, that there is a direct relation between the high cost of living and the abuse of the privilege of returning merchandise because every merchant must protect himself by adding to the selling price of his merchandise enough to cover the loss incurred by this abuse.

All reforms to remedy abuses of this kind must come from the buyers themselves. If the patrons of Providence stores "Buy only what they want and keep what they buy" the result would be a benefit in every way to everyone in the community.

In the case of approval both Buffalo and Providence appealed to the people on the ground of "Fresh New Goods for All." —"Fresh and New, unused and Perfect in Every Respect." Worcester merchants declared that they were not taking away a principle, but removing the "abuse of a privilege."

A RAMBLE AMONG NEW YORK STORES



FRANKLIN SIMON & CO. advertised skirts of high lustre white satin baronette, also in beige, gray, gold, or purple, gathered at waistline, detachable belt, slashed pockets, women's and misses' sizes, for $16.75.

Also silk shirt waist dresses in 2-piece models of wash satin, crepe de chine, men's wear silk, plain or striped India silk, in white, flesh, navy, light blue, peach, black, or colored stripes on white grounds; tucked or pleated waists, some with pleated frills or slip-through belts and plain, pleated or tucked skirts. These were priced at $29.50.

J. M. Giddings & Co. held a special display of new mid-season fashions, emphasing apparel for weddings, travel, sports, country, afternoon and evening, walking, dancing, etc., including wraps, blouses, bags, sweaters, hats and furs. They advertised at the same time "revised" prices on many lines of high-class apparel. Summer furs, including Russian and Hudson Bay sable, chinchilla, kolinsky, ermine, mole, silver fox, natural blue fox, came in for a 20 per cent. reduction.

A special May sale of nainsook and crepe de chine underwear is advertised at Stern Brothers. "Superior crepe de chine" is also mentioned—39 ins. wide, in street and evening shades, at $1.10 a yard.



Lord & Taylor featured Summer rugs "to harmonize with all furnishings in 'Hit-or-Miss' rag, grass, ruch, reed and linen, in many designs and colors exclusive with Lord & Taylor."

B. Altman & Co. held a sale April 30, of 20,000 yards of fine dress silks in fashionable weaves and colors. They included black silks at 90c to $2.45; white silks at 78c to $1.90; plain colors $1.15 to $1.85; 50-in. printed foulard $1.35 and novelty silk chiffons at 80c to $1.35. They also are holding a Spring sale of underwear in crepe de chine, washable satin and lingerie materials.

Best & Co. are advertising their "Annual May Sales" of underwear, blouses, dresses, negligees and skirts, for women and misses.

May White Sale.

Frederick Loeser & Co. have a "May White Sale," and a special item of showerproof foulard silks in black and navy with coin spots and polka-dots at 49c.

Wannamaker's are showing patriotic negligees with red, white and blue introduced in chiffon draperies and other attractive ways. Among the house dresses is an old-fashioned pisture dress of net with red and blue ribbons.



Duvetyn is being used to line some coats and jackets.

Dresses Buttoning at Back,

Red, white and blue ruffles are on some new petticoats.

Quite a number of dresses button at the back.

The bag with walking stick thrust through it is meeting with favor especially at the Beaches.

From Umbrella to Walking Stick

A novel umbrella fits into a collapsible polished wood frame which changes the umbrella into a walking stick. When the umbrella is in use the frame may be carried in one's bag.

Bonwit, Teller's are showing a smart skirt of yellow and white wide moire ribbon sewn together lengthwise.

Large round basket shaped bags of chintz or knitted closely in Roman stripes are used for knitting, shopping or gathering flowers from one's garden.

B. Altman & Co., show a sport hat covered with Roman stripe ribbon, the underbrim is of soft satin straw and a long tassel hangs from the crown.

Gidding's have a dainty gown of flesh colored handkerchief linen hemstitched. There is a narrow round fence collar forming a casing for blue satin ribbon. The ribbon runs through the cuffs also.



Sweater Fastens at Side Front

A neat V-neck sweater has sailor collar, sash and breast-pocket and is fastened at the side front.

A handsome dress at Altman's is of heavy green linen with tan satin cuffs. A lower sleeve and wide collar are in three rolling tiers of white organdie with green binding, touches of white and tan embroidery are seen. The skirt has pleats at the side, gathers in front and the bodice is perfectly plain.

Ready For Summer Demand

SPORT DRESSES AND BEAUTIFUL WAISTS

We are showing the very latest Sport Dresses in Silk, Pongee and Cotton materials and a Beautiful Line of Waists in Georgettes, Crepe de Chine and Pongee Silks.

EXCEPTIONAL QUALITY AT EXTRAORDINARY VALUES

Send us your order early. We guarantee Prompt Deliveries.

The Royal Silk Dress & Waist Company

Manufacturers of High-Class Silk Wear

1278 ST. LAWRENCE BOULEVARD ∴ MONTREAL

Fall

Felsen Co. Limited

SUITS & COATS
for **LADIES** *and* **MISSES**

Read Building **Montreal**

We beg to announce to the trade in general the addition of Mr. Louis Bernzweig, as a member of this company, in the capacity of Factory Superintendent. Mr. Bernzweig, in conjunction with our regular designing staff, forms a combination that will be unequaled in Canada for bringing out originality in styles in suits and coats for Ladies and Misses.

May 1917



The Leading Modistes at the Exhibition of the Fashion Art League of American Chose

Model TRADE MARK brassières

Modistes, whose masterpieces can be made or marred by the Brassiere underneath, have no time for experiments. They go straight to the *Best-Fitting Brassiere.*

It is significant that the Leading Modistes at the Exhibition of the Fashion Art League of America, held recently in Chicago, chose the MODEL BRASSIERE for the use of their models.

The "Model Brassiere" Used Exclusively

Madame Marguerite, Inc., winner of the loving cup for the best Sports Turnout, fitted several of her prize-winning mannikins with the MODEL BRASSIERE.

When style and fit are involved, MODEL BRASSIERES are the **invariable choice** of the Leading Exponents of Art in Dress.

SAMPLES OR A SALESMAN ON REQUEST.

Model Brassière Co.

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Main Factory, 782-796 Wythe Avenue, Brooklyn, New York ***Branch Factory,*** Valley Stream, Long Island

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742 Market St. . . . . San Francisco
Blake Bldg. . . . . Boston

Mappin Bldg. . . . Montreal, Canada
Calle Pozos 229, Buenos Aires, Argentine Republic, S.A.

DeRuyterkade 108, Amsterdam, Holland
Rue de la Paix . . . Paris, France
352 Carrera 6a Bogota, Colombia, S.A.

Made in Canada



"P.C." Corsets RUST PROOF 266

This is the Trade-Mark of

"P.C." Corsets RUST PROOF

The Corsetry That Makes Friends

Ease and Comfort—Grace and Style—these are among the features that give P.C. Corsets such a large following. Added to these there are the qualities of Durableness, Flexibility and Serviceableness. Do you wonder that this corsetry never causes a complaint?

With this line fitting and selling are easy, and new friends are made for your store. A style for every figure.

Write for samples of this profit-bringing line.



"P.C." Corsets RUST PROOF 904

Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

BRANCHES: Toronto, 84 Bay Street; Montreal, 329 Craig Street West

HAVE YOU SEEN THE NEW ZEBRA WAISTS?

AT $16.50 per doz.

The greatest silk waist sensation in years.
Write at once for complete information.

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New York Office: 1182 Broadway in the Centurion Building

Write for FREE copy of "Elgin Energy," the authoritative book of waist styles.

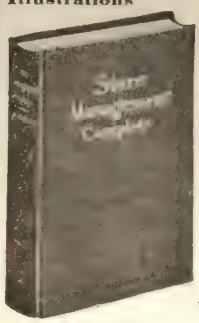
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

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TORONTO

THE Mack BRAND



New Waist Creations for Summer

Our Summer Range has the right snap to tone up your Summer business.

The designs are clever, original and catchy. The materials and workmanship have the *Mack Brand quality*, which is recognized by the trade as superior and dependable.

We offer our Summer range with its extra good qualities and snap, at prices that are temptingly low.

IMMEDIATE DELIVERY

Place an order promptly. Get an assortment of these Waists to tone up Summer selling. Write or 'phone 1540.

McCutcheon Waist Company Limited

323 St. James Street, Montreal

"THE BIG SKIRT HOUSE"
of PHILADELPHIA

THE EVER POPULAR

Queen Quality WASH SKIRTS

"THE NON-SHRINKABLE KIND" GUARANTEED

The unprecedented demand for the "NON-SHRINKABLE KIND" of WASH SKIRT suggests placing your orders with us NOW to insure prompt deliveries.



Style 1375
The material is a new design; and "non-shrinkable"; large, round, circular dots, composed of stripes of blue, gray, gold, rose and white, worked into a circle on white Gabardine; also a novelty design in a fancy five-colored circle effect on white Gabardine; price

$3.75 each

Since the year 1899 we have been making skirts **only** and during that time we have acquired the knowledge of making GOOD SKIRTS at LOW PRICES.



Style 1386
The Belmont Gabardine "non-shrinkable" is the material; white only; wide belt, gathered back and nice fancy pockets; price only

$1.50 each

MATERIALS are of the best.

WORKMANSHIP is first class.

STYLES are always the latest.

PRICES are the lowest.



Style 1369
The Mount Vernon Plaid Gabardine "non-shrinkable" material; extra wide belt, finished with two large buttons; inverted pleated pockets; blue, black and green; price

$3.50 each



Style 1367
Unshrinkable White Gabardine material, wide belt; gathered back; large fancy pockets. Price only

$1.25 each

THE "NON SHRINKABLE KIND" WASH SKIRT $15.00 per Doz. and upwards.

See our line at our New Salesrooms or send for samples.



Style 1377
Is made of Belwood Pique "non-shrinkable" material; nice wide belt; novelty pockets, finished with buttons in center of skirt; price

$1.50 each

NO CONNECTION WITH ANY OTHER SIMILAR NAMED CONCERNS ANYWHERE

The Queen Quality Skirt Co.
"Since the Year 1899"

FACTORIES
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Oppenheim-Collins Building

Chicago Office
308 Textile Bldg.
180 W. Adams St.

Los Angeles Office
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The $9.00 Line

MWCo

Quick Sellers at Popular Prices



Values that are Hard to Equal

These waists are snapped quickly, having a quality and finish that are unusual in low-priced waists.

We can offer unbeatable values because we specialize on popular wash waists at $9.00.

We have a line for Summer and Fall in regular and fancy materials with neat trimming, in popular styles and of excellent workmanship.

Send a trial order and get acquainted with these live sellers.

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec

NATHAN SCHUSS & CO

"SKIRTS OF QUALITY"

WALDORF BUILDING

THIRTY THIRD STREET AND FIFTH AVE.

NEW YORK

"Skirts of Quality"—because of the many selling features, have become a big factor in the development of some of the largest skirt departments in Retaildom.

For the coming Summer months Schuss Skirts should figure largely in your purchases.

Firstly, the material includes not only the staple cotton wash fabrics and popular silk effects, but also some of the most daring conceptions of domestic and foreign wearing experts.

Secondly, Schuss Skirts, by their originality in design, occupy a unique position as leaders in skirt manufacturing and retailing.

Thirdly, Schuss Skirts are sensibly priced.

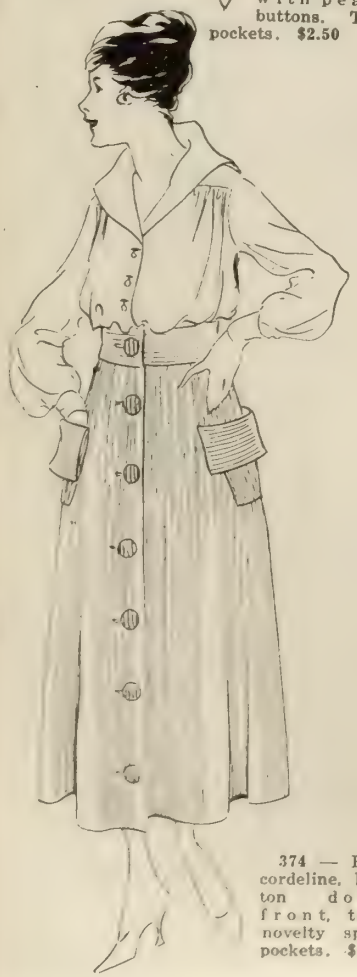
Wash Skirts, $1.75 upward
Silk Skirts, $7.50 upward
Cloth Skirts, $3.75 upward



358 — Fine quality white gabardine, shirred at waistline, with sport belt. Finished off with pearl buttons. Two pockets. $2.50



359—An exceptionally pretty sport skirt in figured gabardine, shirred at waistline, two pockets finished off with pearl buttons. $3.75



374 — Fine cordeline, button down front, two novelty sport pockets. $2.75



326 — Made of fine quality honeycomb material, novelty belt, button down front, two pockets. $3.25

Fall Styles Now Ready



Summer Goods in Stock for Immediate Delivery

A Remarkably Interesting Range of

LADIES' AND CHILDREN'S COATS

created from the famous

GENUINE
"Maxim"
TRADE MARK REGISTERED
SEAL PLUSH

All Shades and **Exclusive** Styles. Goods Tailored in our usual good quality at Popular Prices. Remarkable Values.

See Them Now in the Hands of Our Travellers.

We carry in STOCK for immediate delivery

Suits, Dresses, Waists, Middies and Underskirts.

Exclusive Ladies' Wear, Limited

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"In the Heart of the Business Section"

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and Chambly Canton, Quebec.

MEN'S WEAR SECTION

FALL SHOES

Advances of 10 to 15 Per Cent. on New Fall Lines Now on the Road—Sales Not as Heavy

SHOES.—Manufacturers are on the road with their Fall samples, and an average advance has taken place in men's staple lines the prices quoted last December for Spring delivery are being adhered to still and will be as long as the old supply holds out. As was expected, orders are not as heavy as a year ago for Spring as the high prices are enforcing an attitude of caution on the part of the buyer. The entrance of the United States into the war has, of course, had the effect of stiffening prices on all kinds of leather, owing to the demand for equipment for the soldiers of shoes, belts, artillery harness and other leather goods.

In rubbers the reduction that came into effect on Spring prices has been held down to 2 per cent. instead of the customary 5 per cent. Nor is it expected that even this will prevail for long.

FELTS AND STRAWS

Two New Felt Hat Factories Coming to Canada May Lower Some Prices—Panamas Stronger

HATS.—In spite of the advances that are reported in all directions, there may be a surprise to some Fall buyers in the lowering of one or more lines of soft felt hats for Fall. Two manufacturers of soft hats in the United States are arranging to enter Canada and establish factories, one at Toronto and another at Guelph. Heretofore these firms have been sending over their hats subject to a duty of 42½ per cent. As a result, the lower priced line of one of these firms has been $21 during the last few weeks. With the establishment of the new factory the duty will be struck off the cost with the exception of the 7½ per cent. war tax on the felt. The factory will start about the middle of July and deliveries are promised for August. For the line that now is being quoted at $21 it is said the new price will be $19.50. One of the inducements for the United States firms to come into the Canadian market, factory and all, is the fact that English shipments have been very poor.

There has been an advance since last issue on one line of Canadian hats of $3 a dozen, which brings the lowest selling price of any of their lines to $21.

STRAWS.—Although the selling season is close at hand very many dealers have not anything like their requirements, and substitutes in some lines may be necessary. Splits, for instance, are evidently going to be very scarce. There are some Italian chips being brought on the market—a low or modern priced hat which will undoubtedly have a bigger sale this year than formerly.

Not only because of the scarcity of straw, but also because of the high cost of labor, straw hats will certainly be high in price. The indications therefore are that sales will total less than in other seasons. It is probable, for instance, that more panamas will be worn than in other years. The opinion of manufacturers and dealers is based upon the simple argument that when a customer is called upon to pay $3 to $3.50 for an ordinary straw, it does not seem a very big jump to pay say $5 for a panama. As panamas will be shown at a lower price than formerly, and as the styles will undoubtedly be very good, it does seem good reason to expect there will be an unusual call for these.

SHIRTS UP 10%

Advances So Far for Fall, in Lower Priced Lines

SHIRTS.—Good business is being done in Fall business, in spite of an advance in the lower-priced lines that run from 10 to 15 per cent. over Spring and Summer prices. The increase is on the lines that range from $1.25 to $2 retail. On lines that retailed for $2 and upwards there has been little increase in price as the manufacturers were fairly well protected with stocks of the higher priced cloths. However for Spring 1918, it is certain that heavy advances will take place all along the line. Where there are supplies of the lower priced shirts, as there always will be, that is those below $1.50 there will be a lowering of the standard even more than shirt sellers and shirt wearers complain there has been up to the present.

Contrary to the expectations of some collars have not risen again, but there has not been the big advance in the raw market that was predicted by many at the entrance of the United States into the war.

WATERPROOFS UP

An Advance of 20 Per Cent. Covering All Lines of Waterproof Clothing—English Goods Coming.

WATERPROOF COATS.—An advance of 20 per cent. has been made effective in all lines of rubber or waterproof clothing, the advance taking place about the middle of April. This follows on the heels of an advance announced by the English manufacturers of 15 per cent., and the statement that marine insurance has been advanced 1⅛ per cent. This now makes the rate for marine insurance 4⅞ per cent. All English makers have advanced their lines correspondly. There has been a rapid increas in the price of all rubber goods within the past two months, a coat which sold two months ago at $4.58 was at the time of writing quoted at $7.10. An advance of 20 per cent. has been made effective in New York by American manufacturers. There has been an exceptionally good demand for waterproof clothing of all kinds, and particularly for tweeds.

OVERALLS UP AGAIN

Higher Advances Are Likely—Cloth Goes Up ¾c a Yard

OVERALLS.—A further advance of 50c per dozen has been made effective by one of the large manufacturers of overalls which now makes the selling price $19.50 as compared with $19 at this time last month. The strong probability of this advance was intimated in DRY GOODS REVIEW last month. The time for delivery has been extended to June. Another manufacturer of overalls held prices without change during the month and at the time of writing was quoting at $17.50 and $19, according to the grade. Still another manufacturer of a grey line of overalls is holding the price steady at $16.50 per dozen. This latter concern is fairly well protected on supplies of cloth for some five or six months and it is probable there may not be advances in this line unless other factors enter. As an indication of the firmness which exists in the overall situation an advance of ½c per yard in the price of blue overall cloths was announced about the middle of April. This would make an increased cost of ¾c per yard to Canadian manufacturers by the time freight and duty is paid from the United States. In other words, there would be an advance of approximately 50c per dozen warranted on the face of this advance in cloth.

FOOTWEAR DEPT.

WHITE'S STRONG SUMMER LEAD

Grey, Coffee, Black-and-white, Browns All Good—Oxfords Selling in Leather and Also Cloth—Untrimmed Pumps the Favorites—Some Novelties From Our New Ally

THE advance of Spring brought out much that was smart in footwear but little that was elaborate or extreme in style. Even the highest priced shoes have a tailored appearnce. Favor rests often upon black patent with soles, heels and kid uppers of white. Grey kid, grey suede, the new coffee colored kid and all white are numerous and according to Toronto retailers these will be popular throughout the Summer but with whites strongly in the lead.

"Spring Heel" Popular

Walking boots in brown are very prominent and are constantly increasing in the low heel style. Many women are wearing the same style of "spring heel" which they did before they reached their teens. In some cases a ¾-inch heel is worn. This English walking style with a shoe smartly cut is attractive for its appearance as well as for its utility. White and sports shoes for Summer will be seen more than ever with low heels. One pair of white buck sports boots has white soles, low white heels and across the front are three green perforated vamp straps.

Summer Oxfords too, in browns and in white will show many low heels, also cloth and leather in combination.

One Color and All Kid

Wing tipped boots are still good. They are mostly in one tone even though two materials may be used. High cloth tops are selling well but the demand of the better class of trade so far is for all kid. High shoes in champagne, bisque and grey kids are around the $18.00 mark. There is no indication of any desire on the part of consumers for lower tops.

A customer in a store was heard to remark to her husband. "Now we shall not pay more than $9.00 for them, shall we?" She had asked the sales girl for black kid shoes.

A young lady in another store asked for grey pumps. In suede they were $7.00 and in glace kid $15.00. She took the latter because "they were really much smarter, better made and would wear better." All of which goes to show that what once was considered the exclusive price—if considered at all—is now low.

Pumps void of any trimming and with square-cut or shield vamps in glace, gunmetal, patent, suede and bronze are selling well. It is thought that the popularity of spats is responsible for the long plain vamps pumps. Where any trimming is required it is usually a plain buckle of fair size in Colonial style. Afternoon and evening pumps are sometimes beaded.

Bracelet Shoes or Sandal Effect

Occasionally an extreme dresser appears on the street in bracelet shoes or Roman sandal effects. One pair of the latter noticed recently were of black patent leather piped with white kid; fancy perforations showed white also. Black silk hose were worn.

Eaton's showed a window recently containing two lots of women's boots for special sale, one lot at $4.95 and the other at $7.00. The former comprised black almost entirely, a few pairs of dark browns were among them; the other lot showed colors—tans, greys and fancy combinations such as brown and champagne, grey glace and grey suede, white and grey, etc.

Novelties in the U. S.

A new Summer shoe just out in New York has the top of strong open work lace which permits glimpses of the hosiery underneath. The vamps and stays are of leather. The boot is laced, has high Louis heel and, is claimed to be decidedly cool. It is in colors and also black and white.

Another development is of white canvas with white eyelets and white kid sock lining, sole, shank, breast of heel and top lift are of rubber, the height is 8 inches. A new Spanish shoe in the Roman sandal is fastened with snap buttons. In Boston are some new dainty high models in baby pink, baby blue and canary yellow, fine kids.

Koko Brown is a new color in footwear featured by Bonwit Teller & Co. It comes in vici kid, calf and suede of a rich brown hue. In it are long plain vamps, wing tips. Balmoral vamps and some with contrasting tops.

Experiments with leather from shark skins are reported as progressing satisfactorily.

New Felts for Juveniles

New felt footwear for the younger set show novel patterns. Dutch or Colonial figures decorate the toes of some while others appear to be a whole rabbit, its head forms the toe; its ears rest over the instep, and along the sides its feet are in crouching position; a little pompon at the back forms Master Bunny's tail.

OVERHEARD

White Pumps at $8 But Some Coming in Later at $6—"Alas! My Poor Father."

A FEW remarks overheard by DRY GOODS REVIEW may be taken as indications or how the public has been educated to the new scale of prices for footwear. A lady came into a Yonge St. shop and asked if they had kid pumps at $5.00. "We have none," said the salesman. "The lowest we have are $7.00." "How much are white pumps?" asked the lady. "We have whites at $8.00, but a new lot will be in in a couple of weeks at $6.00."

And not long ago girls were considered extravagant when they spent $4.00 for pumps—no doubt they were too.

The same lady was seen later in another shop trying on bronze Gypsy pumps at $7.00. By the way, bronze pumps are highly favored for afternoon wear.

A. M. Glenesk of Sudbury, has been appointed general superintendent of the North Bay Wood Toy Mfg. Co.

Sterling Textile Co., Limited, has been incorporated at Woodstock, with a capital of $100,000, to manufacture dress goods.

Nu Vogue, Limited, has been incorporated at Toronto with a capital stock of $40,000, to manufacture wearing apparel and establish wholesale and retail stores.

Francis A. Baily, who for many years conducted a dry goods business in Yarmouth, and was later identified with the Metropolitan House Furnishing Company of Montreal, is dead in Montreal.

KNITTED GOODS

SWEATER COATS FOR SUMMER

These Are Very Active in Silk and Lightweight Wool—Solid Colors in Silk—Blue, Canary and Rose Lead —Wool Middies.

SWEATERS continue very active and novelties create a good deal of interest. One sweater is no longer sufficient for one wardrobe; at least one silk sweater is necessary and of course a wool one for times when warmth is essential.

In silk coat styles in solid colors and bright are the leading features. Of course anything that is popular and called silk is understood now to be artificial silk. The latest productions in these have white collars and cuffs embroidered in threads of their own color and gold. They are shirred across the waistline at the back and have ties from sides to front. Saxe blue, canary and rose are the colors shown with these features. Some have the little breast pocket which DRY GOODS REVIEW mentioned last month. This is quite a favored item for present buyers. A number of the new sweater coats show one of these pockets on each side of the front.

Girdle in Two Sections

Another idea shows the girdle in two sections with two ends crossed in the back and fastened high with pearl buttons, while another novelty eliminates the necessity of tying the girdle by having it stitched down on both edges all around, except on the side where it is tied loosely; it is divided and sewed down at the opening of the sweater.

Variety in Colors

The three colors mentioned above in blue, canary and rose—continue to sell in greatest quantities, but jade green, shadow lawn green, biscuit, sand, purple, coral, gold, grey, lavender and white are all good shades. Some models which have striped trimmings have scarf, bag and even caps to match. These accessories are finished with the inevitable tassel.

Pure Silk Models

In the pure silk models which retail around $50.00, there are some interesting developments. One is a combination of deep purple and bisque. The collar, front borders, girdle and cuffs are of bisque and also a band about 12 inches wide around the waist and sleeves; the remainder is purple; it is all in plain, fine stitch and straight lines. Another is in window pane check in old rose and reseda green, with collar, belt and cuffs of the old rose. Small plaids and chess board checks are shown in various color combinations: black and purple, black and grey, green and gold, canary and white being good. Plain heavy silk jerseys with deep collars coming in long points over the shoulders are also liked.

Soft Wool Middies Good

Those who wish to have something smart at a somewhat more "earthly" price than pure silk, prefer the new wool middies. These are in soft hand knit effects in solid colors. One model depends upon its rainbow stripes at the lower edge, cuffs and across the sailor collar for the brilliancy of color demanded this season. A girdle passes twice around the waist and is finished with stripes and tassels. There are slip-over sweaters for the kiddies, too. These are closely knit and in all the desired colors. One has a sailor collar and silk lacings at front and lower sides in smart middy style.

New Wool Sweater



Slip-over style in hand-knit finish, sky blue with rainbow border on sailor collar, sleeves and skirt. Girdle all white and long enough to be worn twice around; pompons at the ends. Made by Knit-to-Fit, Montreal.

The popularity of scarfs for Summer has brought out an attractive model of Shetland wool knitted in open stitch and showing bright colors.

A dull mustard color Shetland sweater hails from England. It shows tailor-made effects by its well-fitting lines in coat style, three pockets, small collar and smart belt.

Angora Popular Still

Angora wool models will no doubt be good all Summer since they are articles of real utility for cool evenings, boating and motoring. Some of the silk and Shetland models have white Angora collars and cuffs which make an attractive trimming.

KNIT GOODS

At Annual Meeting of Canadian Association Objections Taken to Higher Assessment Payments for Compensation—Very Prosperous Year

THE most prosperous year in the history of their mills was the universal report submitted at the annual meeting of the Canadian Knit Goods Manufacturers' Association held at Hamilton.

There were one or two points, however, that had a tendency to modify the otherwise favorable situation. One of these was the scarcity of labor. It was agreed that the turn had come at last in male labor, and with the coming back of the soldiers in increasing numbers there was an appreciable easing up. Not so with female help, which is by far the more important in the knitting mills. With the demands of the munition works on the increase, and more calls from other factories, the knit goods mills are finding it more and more difficult to keep the looms occupied, even at a constant increase in the wage scale. This element is interfering seriously with the

output for the present year and holding down the orders that the mills will accept for Fall.

Another complaint that came before the Association was the heavy increase in the assessment levied by the Workmen's Compensation Board for the Province of Ontario. The levies are based on the pay roll of the various mills on a certain percentage figure, that changes for each class of factory, and during the past year the pay rolls have gone up anywhere from ten to twenty-five per cent. for the same number of employees, and that, too, with a smaller efficiency and often smaller output. While the per cent. of the assessments has not changed the gross assessment has gone up automatically with the wages. An endeavor will be made to have some consideration given this by the Board.

Among the speakers were the retiring president, and the vice-president, and F. R. Lalor, M.P., president of the Monarch Knitting Co. The secretary in his report referred to the large foreign contracts that had been handled through the co-operation of the various mills. A visitor at the convention was Wallace J. Ross, secretary of the National Open Price Underwear Association, Utica, N. Y., who delivered an address on the subject of "Open Price as It Pertains to the Underwear Industry."

In the election of officers, Mr. I. Bonner, general manager of Penman's, who had been president, retired, to become honorary president; and Mr. Chas. Turnbull, president of the C. Turnbull Co., of Galt, the vice-president, went up. The new vice-president is Mr. Richard Thompson, president of Hawthorne Mills, of Carleton Place. The secretary since the organization of the Association, Mr. W. J. Westaway, was chosen again, and Hamilton will continue as the head office of the Association.

UNDERWEAR AND SWEATERS.—There are strong indications that considerably higher prices will prevail for both cotton and woolen underwear as Canadian manufacturers have announced that an advance of from 10 to 15 per cent. will be made on further sorting orders and future delivery almost immediately. Wholesalers have had nothing to offer for Spring delivery for some little time, the line being all booked up during October, November and December of last year. Stocks of Summer goods in wholesaler's hands are very light and supplies may be short if the mills are unable to make their full deliveries in time. Orders that will be booked for next Spring will consequently be higher, according to the advices with respect to increased prices. With some wholesalers the price has not been advanced during the month, but the announcement of higher prices by the manufacturers may make a difference in the near future. The demand for sweater coats and heavy ribbed underwear has not been as heavy this Spring. Woolen gloves have been a rather scarce commodity in the wholesale market.

SOME NEW YORK NOVELTIES

Sleeveless Coat the Latest Fad—Leather Belts Used—"Swiss Red" a New Color—Silk Golf Vests—Cuffs to Elbows.

A "CRAVENETTE" finish is given to a new line of New York sweaters. It is claimed that the artificial silk is thereby rendered impervious to damage by rain or dampness.

Sleeveless sweaters are the latest fad. One of brown and white striped silk has a white angora collar and white kid belt. Another slips over the head and is of yellow silk with white silk collar and sash. One at Lord & Taylor's is of yellow and white striped silk and is worn with a white suede belt.

Leather belts are an attractive feature of many models especially of the light Shetland hand knit wools.

While sport capes are seen frequently of late, there is reported no diminution in sales of sweaters. At Palm Beach everyone appears in a sweater at some time.

Bright colors in the artificial silk lines remain very strong. A new shade which is taking well is "Swiss red." This with bright jade green and chartreuse are usurping the leading place held before by blue and rose pink. Royal purple and grey is an attractive color combination.

An imported model in Swiss red knitted silk has raglan sleeves. Another, from a Callot model, is of vicuna wool in all the bright colors with collar and cuffs of white angora. The distinctive feature is the rack bottom—a long rather snugly fitting cuff like that illustrated in the April issue of DRY GOODS REVIEW. This is nearer than the hour glass sweater which has been popular for some time.

A novelty in the hour glass style is in a deep shade of pink wool with closely knitted band at the waist in Roman striped silk.

Knitted Vests for Golfing

Silk golf vests are greatly in demand. These are worn with the new long capes of cloth. They are longer than those shown earlier in the season and are sleeveless. Some have sailor collars and some are in stripes.

Scarfs of thin Shetland wool, knitted in a lace stitch and combined with brilliant colors are worn.

A sweater in dark sand color is in fancy window-pane stich. It has a large square collar with fringer als owide sash of silk with fringe.

A peach shade is one of the prettiest shown. It is made with wide rolling collar cut round and crossing in front. A belt buttons in the back.

One unusual combination is of raspberry with wild rose pink.

Cuffs reach almost to the elbows in a white silk sweater which has a broad purple band at the bottom. It is fastened by just one white crocheted silk button.

A sweater suit of jade green silk with white is a novelty.

SUMMER HOSIERY

Stars and Stripes Appear on These, as Almost Everywhere—Blue Birds as Pattern—Sports Patterns

SINCE THE United States has joined the Allies, almost every manufacturer there tucks an American flag or a bit of red, white and blue onto everything he makes. White straw hats have red, white and blue straw borders or pompoms of those colors. Pumps have little flags filling up the space inside the buckles; veils have borders of red, white and blue. Stitchings, bands, and ribbons all give place to the colors.

Even hosiery does not escape. There is white silk hosiery with the American eagle and the Stars and Stripes embroidered on the front just above the instep. Others have fine stripes of red, white and blue. These latter might be of interest to Canadian girls.

There are other novelties to be had, of course. One of the daintiest is in heavy white silk with bluebirds, rosebuds, of lily-of-the-valley hand painted. In the last design there are beads tipping the small points of the flowers effectively.

Another stocking has a basket of roses tipped over and the flowers scattered daintily around the ankle.

For sports wear hand-embroidered motifs in circles and angles, sometimes with the use of beads also, are effective.

Plaid silk stockings in red or blue are priced at $3.50 per pair.

Of more general interest are the new clockings and drop stitches with a cross dropped stitch.

Some stockings in bright red are embroidered with birds, each worked in a different color—gold, green, and purple, for instance. These were worn in one case with white suede sports ties and costume of olive green tweed with waistcoat of bottle green velvet. Lemon colored wool hose are embroidered with purple birds.

Colored Silk Hose

In Canada the great majority of consumers of silk hosiery are asking for solid colors. Colors rather than black are taken up for Summer, which is a national sequence to the colored boot situation. The fact that one cannot always match the shoe leather in silk hosiery is no bar to wearing something approximating the shade. For instance, natural buck shoes are worn over grey

(Continued on page 81.)

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY



The first duty of the Retail store is to satisfy its customers

Give the people of your community quality and serviceability in their merchandise at a fair price, and you will cement their friendship to your store, because quality guarantees service, and service in the final analysis is the secret of satisfaction for the consumer.

The quality of Hosiery to-day is regarded more important by your customers than ever before. Why? Because most manufacturers to-day, particularly those who do not *trade-mark* their products, are forgetting quality for price. With "MONARCH-KNIT HOSIERY" in stock, the quality problem disappears. Remember, the *service* an article gives cr eates an impression that remains long after the price is forgotten. Build up your future Hosiery business with "Monarch-Knit," *a trade-marked line* with an undoubted reputation behind it.

THE MONARCH KNITTING CO., LIMITED

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Fancy Knitted Goods, Hosiery, etc.

DUNNVILLE, CANADA

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.



MADE IN CANADA

HOSIERY, SWEATER COATS, FANCY KNIT GOODS AND HAND-KNITTING YARNS

A "trade-mark" that will cement the friendship of your patrons to your store.

Your greatest asset is a "Trade-Marked" Merchandise, backed up by quality that is dependable. The *satisfaction* an article gives to your customers creates an impression which *remains* long after the price is forgotten. We believe you and your customers want a merchandise of *quality first,* and even though prices must advance, "MONARCH-KNIT" lines still maintain the usual high standard for Style, Quality and Workmanship.

Our high-class consumer advertising will bring new customers to stores who stock "MONARCH-KNIT."

The Monarch Knitting Co., Limited

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's and Children's Worsted Sweater Coats, Fancy Knitted Goods, Hosiery, Etc.

DUNNVILLE CANADA

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

High Grade



Underwear

A Trade Mark That You Can Depend Upon

The St. George Trade-Mark is behind the old reliable brand of St. George Underwear, a brand that has made good and is still making good under present-day difficulties.

We are supplying the trade with this brand in *Scotch Knit Heavy Wool Rib and Fine Elastic Combinations,* together with our old reliable two-piece suit for which there is a popular demand.

Get behind this brand which we stand behind and build a business that will not be affected by changing war conditions.

The Schofield Woolen Co.

LIMITED

Oshawa, Ontario

MIDDLESEX MILLS LIMITED

WEAVERS - DYERS - BLEACHERS - FINISHERS



COLORS EVER BRILLIANT — FINISH EVERLASTING — THERE'S A REASON!

IT'S IN THE WATER

MADE IN CANADA—ENGLISH & FRENCH METHODS

LONDON - CANADA

HERBERT PARKER, SELLING AGENT — 32 FRONT ST. W., TORONTO

CONVINCE YOURSELF

For your own satisfaction try MIDDLESEX dyed Fabrics.

Absolutely NO LOGWOOD COLORS USED.

The advantages obtained by using the colors we do are numerous;

No bad after-effects when sponged.

No unnecessary shrinkage.

No shaded side to centre goods.

Prove to yourself what we claim is true!

Quotation and delivery upon application on yarns, pc. goods, stockinette or sweater fabrics, wool, cotton, silk or mixtures.

When a perfect result is produced it should not be taken as a matter of course, or regarded as merely a happy chance. It is the direct result of brains, skill, patience and trouble-taking: ALL expensive commodities.

Middlesex Mills Ltd. 1127 DUNDAS ST. London, Canada



A Profitable Line of Hosiery

Sunshine Hosiery is a profitable buy for the retail merchant because with it he can please his customers.

Sunshine Hosiery is a big hosiery value for customers. Sunshine Hosiery gives particular satisfaction because of its good wearing qualities, the fast colors, and the attractive appearance of the styles.

Wise merchants will keep a good stock of this profitable hosiery.

We describe here two brands of Sunshine Hosiery—"Little Daisy" and "Little Darling."

Little Darling and Little Daisy

"Little Darling" has silken heel and toe—all sizes for infants up to seven years old. "Little Daisy" — with reinforced heel and toe — Children up to twelve. In Pink, Sky Blue, Cardinal, Black, Tan and Cream.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Ltd., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

The Newest Idea in Hosiery

Mercury Seamless Hosiery is knitted on the only machines of their kind in Canada. We paid a big sum to secure the rights to these machines, but when you see the new

Mercury Hosiery

you will understand why we did so, for these machines knit the most up-to-date hosiery in the world.

You will find that Mercury Hosiery is now knitted true to "Nature's Last," with the narrow ankle that fits without a wrinkle.

The narrow ankle is secured by fashioning the hose at the side (see No. 2 in illustration)—the only hosiery so knitted.

The toe is also perfectly turned and smooth fitting (see No. 3).

The dotted lines show how much wider ordinary hosiery is at ankle and toe.

No. 1 shows the fashioning at the top of the hose —another exclusive Mercury feature—and one which adds to its elasticity and comfort.

In addition to these features, our new machines knit a closer, firmer fabric, which has also a beautiful, dressy finish. Mercury Hosiery is equal to, many say better than, the high-class lines formerly imported.

Mercury Hose will be big sellers. Have our travellers show them to you, or write us.

Black Cashmere, Black Lisle, White Lisle.

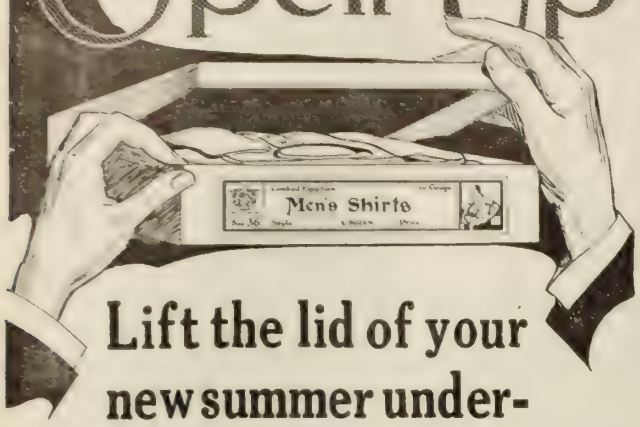


Mercury Mills, Limited

HAMILTON, ONTARIO

Also Makers of Mercury High-Grade Hosiery for Men, and Underwear for Men, Women and Children.

Open Up



Lift the lid of your new summer underwear and compare it with last year's

Look at the finish and the quality of trimmings.

Compare this year's sizes with last. Watch the places where reinforcement can be dropped without the omission being obvious. Note the width of the seat in drawers and the distance from crotch to top of band.

If you bought Lawrence Balbriggans you'll find there's not one iota of change.

Every Lawrence garment sold for 1917 delivery is identical in every feature with the Lawrence product that has set standards for 60 years.

Our manufacturing department has stood firm as a rock on the question of blinking at skimpings in order to meet a price, and is going to continue this policy for 1918.

We know this is unusual. We know that in many mill offices midnight electric light has been burned to see where garments could be cheapened to keep from price raises.

We intend to stick to quality and let price fall where it may.

Permanent underwear business can only be built on a quality basis. Insist on Lawrence Balbriggans and be safe.

Sold by some good wholesaler in practically every jobbing center.

The Lawrence Manufacturing Co.

Makers of Shirts, Drawers and Union Suits for Men and Boys

LOWELL, MASS.

E. M. TOWNSEND & COMPANY (Selling Agents),
345 Broadway, New York City

BOSTON PHILADELPHIA CHICAGO

"Craftana"

Registered No. 262,00.



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

The Standard LITTLE COMFORT ABC TRADE MARK HOSE *for Good Qualities*

ABC HOSIERY

Cashmere Hose for Infants, Men, Women and Children

A B C Hosiery is particularly dependable in its dyes. Only the very best procurable are used and handled by the most trustworthy dyers in Canada.

We specialize on Cashmere Hose and maintain a high standard of quality throughout. See this line.

Selling Agents:

R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario

WE DISTRIBUTE EXCLUSIVELY THROUGH

52 MILLS

From these 52 mills, we are prepared to meet any demand for any grade, style and weight of underwear or sweater coats, suitable for any climate, in any part of the world, at prices sure to satisfy.

WE SELL TO JOBBERS AND MANUFACTURERS ONLY

Flat and ribbed wool, worsted and cotton underwear in shirts, drawers, vests, pants and union suits for men, women and children.

Nainsook underwear—Complete line of union suits, shirts and drawers for men, boys, women and children.

Complete line of Sweater Coats, Bathing Suits, Jerseys, Scarfs, Caps, Skirts. Angora Sets in cotton, wool, worsted and silk for men, women and children.

We have a special department for the care of Canadian Trade. Our long experience enables us to render you efficient service, and we solicit a call at our New York office.

CLIFT & GOODRICH

ESTABLISHED 1891

TORONTO: 31 Melinda Street. **R. READE DAVIS**
80-82 LEONARD STREET **NEW YORK**

CHICAGO, BOSTON, PHILADELPHIA, and 83 BASINGHALL STREET, LONDON, E.C., ENGLAND

Peerless REGISTERED

UNDERWEAR

MADE-IN-CANADA

Ask your customers what features they desire in their underwear and you will find those featured in *Peerless* Underwear—all Qualities—Fit — Comfort — Wear — Non-shrinkable—Washable and Perfect Finish—Complete Satisfaction—a good line to please your customers with.

Get Your Order in Now.

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. MacKay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 139 Albert St., Winnipeg. Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
Hamilton, Ont., Canada

The Businessman's Mind

BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

The Financial Post
OF CANADA

This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants,** very much so.

Merchants need to know markets and market tendencies and market factors. They need to know conditions, local and remote. They need information to buy right and to sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at $3.00 a year!

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Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

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Fast selling, good-wearing Hosiery for Men, Women and Children in

CASHMERE,
MERCERIZED
COTTON, SILK



HOSIERY

This trade-mark of ours is an evolution of ideas founded on the machines from which the stockings are made—and the part of the body on which they are worn. Hosiery with this trade-mark has real merit—and will give the wearer comfort and satisfaction.

Mr. Merchant,—you will find it profitable handling Circle-Bar Hosiery.

The Circle-Bar Knitting Co., Limited

KINCARDINE - - ONTARIO



Made From The Finest Nova Scotia Wools — *Unsurpassed in the World's Markets*

Your Customers Should Know

that you have *"Atlantic"*—the heavy wool underwear that is guaranteed absolutely unshrinkable.

This underwear, being made from the fine sea-breeze toughened Nova Scotia wools, gives unusual comfort and warmth. The workmanship and the delightful soft coziness of this Brand make it a splendid line for permanent business.

Ask Your Jobber for Samples.

ATLANTIC UNDERWEAR, LIMITED

MONCTON, N.B.

FANCY GOODS

TOY BUYER'S THRILLING EXPERIENCE WITH "SUB"

Mr. Fred. Holden Thrown Into Sea With Dislocated Arm When Laconia Was Torpedoed—Many Companions Drown — Elated Over British Dolls and Stuffed Animals—French Women Refuse to Make Toys.

FRED G. HOLDEN, buyer of motor boats, sporting goods, toys, etc., for Henry Morgan & Co., Limited, Montreal, is professionally a judge of the seaworthy as well as the selling points of a boat, but since his return from his latest visit to the Toy Markets across the Atlantic he is more than ever experienced as to boats, for he passed a perilous night at sea in one of the boats of the torpedoed S.S. Laconia, suffering from a dislocated shoulder, and drenched through, having spent about twenty minutes in the wintry waters of the Atlantic swimming, one-armed, for dear life.

The first boat he was assigned to when the liner was submarined broke a fall rope when being launched, and tipped her complement into the ocean in the darkness. Twelve were drowned. Mr. Holden was rescued by another boat, but his disabled shoulder all but cost him his life even at the moment of rescue, when endeavoring to clamber into the rescuing craft.

All this goes to show that to be a buyer of British toys in the days of the Great War, is hardly a matter of mere child's play. But Mr. Holden is looking forward to making another trip next year, and this with a firm conviction that the war will not be over by then either. The matter of Mr. Holden's little adventure comes first in this account of his trip, but he himself puts it very much in the background when talking of the British and French toy business as at present being carried on or affected by the conditions of war.

Big Labor Shortage

First and foremost in his impression of the conditions in Britain, comes the idea of the tremendous labor shortage which affects every industry, and toy-making with the rest. Under the National Service scheme not a man is free to secure employment in any line whatsoever until he has satisfied the National Service Board that he is absolutely no possible good in any military or productive field of nationally important work.

"They have left only the old men and the young boys," said Mr. Holden to Bookseller and Stationer, "and what struck me very sharply indeed was that in spite of the efforts of the toy makers of Britain to develop the industry to the exclusion of German competition after the war, there are still long, long rows of empty work benches in the great toy factories of England. The men cannot be obtained.

Veteran of 80 Years Training Younger

"Valuable work is being done by the veterans of the toy making trade, old men, from eighty years of age and upwards who used to be skilled in the old arts of toy-making with the wood-block and the knife, are now back at the benches, and going round amongst the youngsters teaching them invaluable methods of the trade which were known sixty years ago and more. These men had retired from business, and were quietly spending, their declining years, but the call of Patriotism stirred them forth to the old tasks yet once again. Patriotism is the note that rings through every fibre of the British life at present.

BRITISH TOYS

Models of tanks, and trenches with marvelous details.

Stuffed animals unsurpassed; better than Germany ever turned out.

Really pretty dolls that surpass even the French.

Attractive novelties for dolls, such as sets, porcelain goods, etc.

French women refuse to work on toys, as it is not "war work."

Secured by Buyer From Torpedoed Laconia



Stuffed animals full of springs, referred to in Mr. Holden's story.

"Female labor is being used at every possible turn, and all kinds and classes of women work side by side, aristocrat beside commoner, all united for patriotic effort. It is a most remarkable sight. All England seems peopled with men and women who have their hands on a great rope all pulling together, and if they have a free hand anywhere it holds an axe for the man who dares suggest that they should be doing anything different. They are out to win the war.

Tanks and Trenches

"Naturally the toy making industry is affected by the war spirit, and enormous quantities of the toys manufactured are of military type. Clever models of 'Tanks,' soldiers in all Allied uniforms, flags and guns, guns, guns, in all possible varieties were predominant in the toy exhibitions. Model trenches, too, were shown in all sizes, and constructed with marvellous fidelity to detail.

Wonderful Aberdeen Terrier

"But in the British stuffed animals I saw something which is simply unsurpassed in the toy industry of our time. For the first time in all my toy buying experience I saw in Britain toys which would make even Steiff green with envy. Here is one of them."

Mr. Holden took out of a show case a wonderful Aberdeen Terrier made in natural colors of woozy material.

"Look here," he said, "The creature is just alive with springs. See!"

He patted the doggie on the head. Instantly the tail wagged furiously, and the toy began to try and put its paws up on his arm. He clapped the dog's back more heavily, and the animal leaped and danced forward a veritable Aberdeen Terrier in action.

"These toys are made by girls," said Mr. Holden. "There are all kinds of them, every conceivable animal, donkeys, elephants, dogs, horses, cats, bears, everything furry that the kiddies rejoice in. And all are as perfect as this one. Yet the whole year's output of that factory, and it is some factory—was sold in less than a couple of months. The maker got guarantee of delivery of his materials one day in January, and by next morning had his prices out. Samples had already been sent. Thousands of gross of these goods were absolutely snapped up at the British Toy Fair. The salesman in charge had no time for even a bite of lunch. He had a sandwich in his pocket, and did his best to control a clamoring crowd of buyers between bites. There is nothing as good as these animals available for the money on this side of the water and the best that Germany ever could make is distanced by miles. That is the British way when they do things. These stuffed animals retail at from $1.75 up to $50.00. They are really beautiful toys.

Lord Roberts Workshops

"Another toy industry worth special attention is the Lord Roberts Memorial Workshops which employ only disabled soldiers or the women and children who have been dependents of soldiers killed or disabled. The work turned out by this factory is wonderful. The employees all get good living wages, and are most comfortably provided for, and the goods find a ready market everywhere.

No More Ugly Dolls

"Then there are the new British dolls. These are really pretty dolls. There are no more of the ugly, glaring-eyed caricatures of dolls we have sometimes had out here from other sources. In materials, in workmanship, in appearance, and in price, dollar for dollar, the British dolls can now compete with, and surpass the dolls made in any other country in the world, France NOT excepted. They are strong dolls, too, not 'unbreakable' though. As a matter of fact I have still to be shown the really unbreakable doll. I don't think it exists.

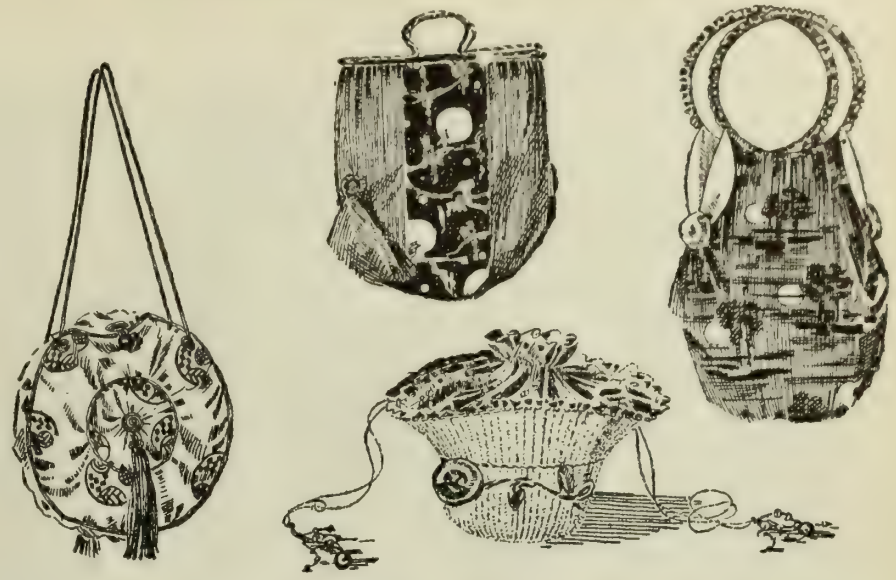
"Besides the dolls there are made in Britain the most attractive lines of novelties for dolls. These include chairs and tables, and little sets of dressing things, and tiny outfits of porcelain goods, and in fact all the pretty little things children delight in for their dolls and dolls houses.

"But the shortage of labor is a tremendous factor in retarding these great developing industries in competition with the former German menace in the toy lines.

Why French Output Is Low

"As regards France there is a striking difference from the state of affairs in the English toy industry. In France the toy industry was always largely a masculine industry, and it has been found impossible to get the French women to assume the work while the men are at war. They will make soldiers' garments, and anything for the soldiers, but not toys. They say they will work to their last ounce of energy for the winning of the war, and will attend to matters of commerce afterwards. So the French toy industry is practically at a standstill. I ascertained that from the French Consul who told me that it was no use to visit France in search of toys now, even if I had been able to secure a passage across the Channel while I was in England."

Chintz is the Treasure of Fashion



Left: "Sea-shell" bag with blue tassels and cord. Upper: Sea-blue chintz with inset panel of moonlight suggestion; fancy rings at corners; satin-covered stiff handles. Lower: In the beginning it wasa Japanese straw hat; pussy willow lining and beaded tassels on the cord produce a beautiful bag. Right: Atttractive "sunset" chintz, lined with vieux rose pussy willow, of which the tomatoes for trimming are made. From stock of the Robert Simpson Co , Ltd.

BAGS AND PURSES

AN attractive feature of some new leather hand bags and purses is a blue bird appliqued on the outside. The bags are of fine glace pin seal in black and the blue bird is of similar leather but in characteristic color and is very effective with its outspread wings. The lining is of silk poplin to match the blue bird.



A metal hand-bag frame which is practical meets with favor. There are four hinges in the upper edges, one on each side of the central fasteners so that when the bag is opened the top takes a hexagonal shape which is much more convenient for the hand to investigate the interior than is the usual two-sided top.

Fabric bags have almost created a furore so popular are they. Fancy silk and elaborately beaded and embroidered models still "hold good" and sports and chintz-bags are more varied, more numerous and larger than ever.

NOVELTIES IN SUMMER FANCIES

Novelties of all Sorts

DEVOTEES of embroidery are still turning out cross stitches and blue birds in abundance notwithstanding the novelty of many Asiatically inclined designs. Pagodas with a flock of birds nearby, or Japanese lanterns suspended from boughs of cherry blossoms are among some of the newest designs adapted for guest towels and centre prices.

In tinted designs to be outlined in color a new pattern shows life-size morning glories trailing over a green trellis work. It is stamped on white and is very appropriate for a summer boudoir set of table cover, cushion and scarf.

While stamped towels, pillow-slips, centre-pieces, scarfs, luncheon sets, lingerie and embroidery supplies have become staples of fancy goods departments, they by no means constitute the whole attracting features there.

The prime attraction in fancy work to women who do much of it is the offering of some new article, new stitch, or new adaptation of something old. To women who do not utilize the needle, the hook or the shuttle, the modern needlework department appeals because of its interesting finished novelties.

Profusion of Chintz

Just at present a large proportion of these novelties are made of chintz—since chintz is the vogue for Summer. Bags and more bags in a hundred different sizes and shapes are shown and even a chintz bag is made dressy by its pattern and its lining. They are lining these bags, you know, with everything from glossy cambric to the elegant pussy willows.

One practical sewing bag all of chintz provides against milady having to grope in the dark depths inside for spools, scissors and thimble. The "floor" of the bag is oval and forms the lid on an oval box which opens from the outside of the bag. The box is fitted with all the necessary utensils—needles, knitting needles, crochet hooks, tatting shuttle, etc.



Upper corners: Hand painted wooden garden markers with space left for writing in name of seeds planted. Top centre: Hand-painted coat hanger.

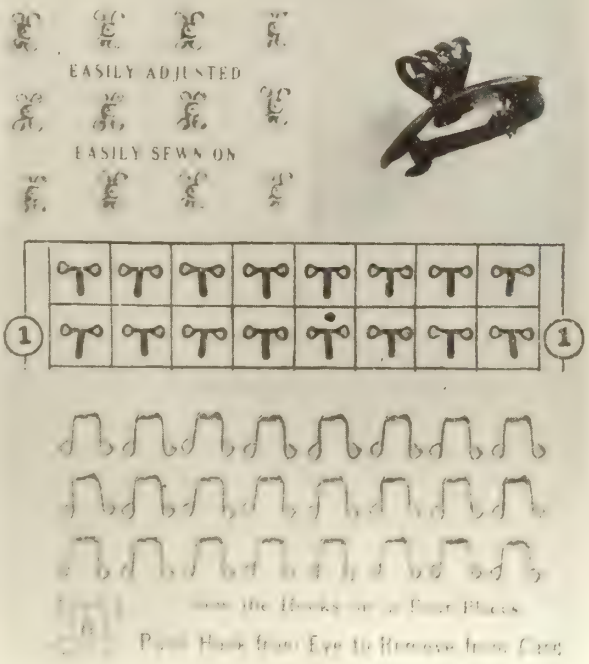
Centre: New "Parisian" ivory talcum shaker with removable top and bottom, top painted daintily.

Lower Centre: One of the new Kewpie candlesticks of metal, enamelled a biscuit tint.

Lower left: Attractive "Flossie Fisher" doll wearing hat and white slippers and stockings.

Lower right: A smart little "Happifat" with necktie and overalls among his up-to-date apparel.

Ivory shown by Smith, D'Entremont Co.; other articles from Geo. Borgfeldt & Co.



Then there are boudoir sets and luncheon sets whose chief feature is their pretty chintz. One set of scarf centre and cushion is of white cotton with a wide band of chintz appliqued about three inches from the edge. Torchon lace finishes the set.

Chintz-covered writing sets are selling also.

Perforated Paper Patterns

Perforated paper patterns for stamping Chinese embroidery and bead designs were made a special item of Simpson's recently. These were shown for dress, bag and hat sets and luncheon sets.

The departments for free lessons in fancy work are very busy. Knitting wool sweaters, heavy crochet work and tatting seem to be the lines of most interest there.

In Eaton's fancy goods department is a dainty little pale blue moire covered box with a tiny touch of pink on it, inside is a pair of infant's slippers of pale blue kid with garlands of pink rose buds on the toes.

Beads are a very important item of fancy goods. Besides their phenomenal use for bags and gown trimmings they are now being used to ornament hats and shoes. Both gold and colored beads are used for this.

Strings of white coral beads are in demand in New York. They retail there at $2.00.

A corsage of violets in New York is made of shaded purple ribbon; the leaves are also of ribbon and it is tied with a bow of purple satin ribbon edged with chiffon.

U.S. MILITARY TOYS

War Idea Influencing Toys—Up-to-date Dolls—Gardening Tools—Walking Horse

AMERICAN toy makers, like almost all other manufacturers in the United States, have during the past month hurried on to the market goods whose most striking feature is the Stars and Stripes. Kites, which carry up their flag; dolls dressed in it, balloons painted like it, horns papered with it, soldiers waving it, tents and ships flying it, are among the newest offerings. Military toys are featured everywhere, so that it looks quite as if the boys are being raised to be soldiers, despite what the pacifists' song says.

The entrance of the United States into the war is especially opportune for their toy makers, for it promises a bigger "Glorious Fourth" this year than ever before.. No doubt many of the ideas will be adopted in Canadian trade.

Some of the newest dolls on the mar-

Upper left: New snap fasteners designed to keep prices as well as garments adjusted. Upper right: Celluloid hair and ribbon clasp. The hair is held by the elastic band below and the ribbon by the removable catch on top. These two from Wrinch, McLaren & Co. Below: Front and back views of the new flat hook and eye. S. J. McGovern & Co.

ket are dressed exactly like the babies and little girls of to-day. They have the latest styles of clothing, even to hair dressing, shoes and stockings. The babies have short or long dresses in dainty sheer materials or silks. This line is designed by Madame Hendren of felt-dressed, character-doll fame. "Dolly Drake" is another new line to retail at a dollar. She is gowned in a yellow dress, spotted with drakes, colonial style pantellettes and a big yellow baker's hat. She is 19 inches high.

An inducement for children to do their bit in gardening is offered in a seed tape. The seeds—radishes, rhubarb, lettuce, etc.—are placed at regular intervals inside a paper stirp, which is to be planted by the child.

A child's phonograph is offered. The case is decorated with children's figures, and is of metal, black enamel with nickel trimmings.

A house or sidewalk toy which is attracting much interest, is a walking horse. It is drawn along the floor, but walks as it goes.

New types of clowns, mechanical toys, wagons, carts, swings, guns, animal toys and toys for teaching geography, spelling, and other necessary evils of civilized life, furniture, and games, are to be had for the Christmas trade. There seems to be no shortage of toys of all kinds.

SUMMER NOVELTIES IN THE TORONTO STORES

THOUGH the Spring season remains unusually cool people are going ahead with their preparations for Summer. They seem to have learned the value of preparedness and are confident that "The Day" will come, perhaps suddenly, when the mercury will rise and call to them to don their Summer garments.

The stores are full of lovely things for Summer. Indeed they place one quite in the humor for house-cleaning, dressing up the summer cottage and indulging in a supply of the novel accessories and fancy things to accompany the summer wardrobe.

Crimson Collar on Pongee Suit

A handsome Summer suit is shown at Eaton's. It is of fine natural pongee with crimson satin shawl collar crimson buttons and cuffs and touches of pongee colored silk embroidery. The skirt is straight and box pleated. Suits of Khaki-Kool are quite the smartest thing for this Summer if one judges by the variety of pattern, coloring and styles in which that material is shown. A striking model at Simpson's is in mauve and white checks of the 3-inch size; the coat is of mauve satin with the Khaki-Kool used for large collar, cuffs and pockets; the skirt is all of the checker-board material.

New Voiles

In fabrics there are some interesting new voiles. Eaton's are showing attractive satin-striped effects. One design has clusters of the stripes in white on a tinted ground, the stripes varying from ¼ inch in width at one side of the cluster to a hair line at the other side. The clusters are about four inches wide and the same distance apart.

Simpson's have some novelties in fine navy blue voiles with white designs. One shows merely a large white crossbar while some others show huge intricate floral designs. A particularly effective one is of chrysanthemum pattern.

Murray-Kay's featured a novelty material in their advertising and also in a window. It is a sheer silk and linen weave in pongee shade with a white plaid pattern, embroidered in colored spots and Chinese designs; a 32-inch material selling at $1.25 per yard.

Striking Hankerchiefs

Stitt's have some striking handkerchiefs. One was of a sheer cotton material with solid crimson border and crimson all-over checks.



New boudoir caps show military influence.

Dressy parasols are as important as sports effects. A black silk model at Eaton's has the edge and a border handsomely embroidered.

A black Georgette dress at Eaton's has a design worked in China white beads all over the bodice, sleeves and top part of skirt.

Taffeta Ribbons, Moire Borders

Simpson's are showing a 6-inch taffeta ribbon with moire border and coin spots squares of moire scattered down the centre. Another has moire border with fine satin stripes in the centre.

A handsome gold colored wool jersey suit at Eaton's has trimming bands about 2½ inches wide embroidered in masses of French dots. The colors involved are purple light blue, green and lavender.

Holt Renfrew's showed in their window one of the Summer capes of African brown Georgette with deep reversible collar, band down the front and around the edge or Kolinsky, long Georgette pointed ties were also ended with Kolinsky.

Eaton's had on sale early in May a collection of women's tailored suits of navy serge, tricotine, etc., at $11.50.

Beginning Saturday, May 5, Toronto department stores close Saturday afternoons at one o'clock.



new for sports suits. The short box coat is

The Clinton Knitting Company expects shortly to establish a branch factory in Wingham, Ont.

Independent Silk Co., Ltd., of Montreal, was recently burnt out. The loss was covered by insurance.

E. D. Holliday of Cayuga, suffered recent loss by fire which destroyed considerable stock in his dry goods business.

Mr. Knox of the Canada Veiling Co., bears on his countenance the happy marks of a trip to Bermuda. Already the chilling winds of our late northern spring create for him regrets that he came back so soon.

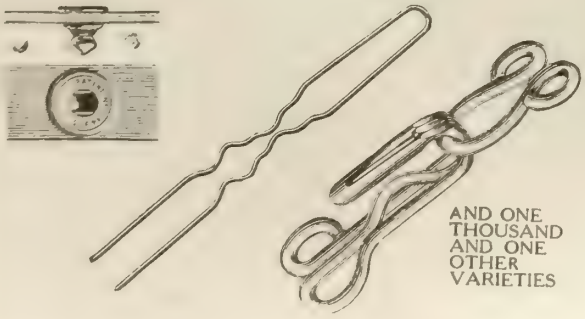


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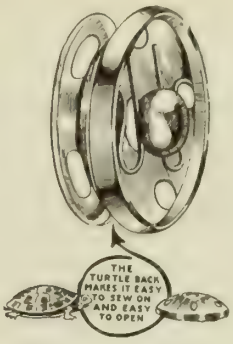
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Spring Snap Fastener With the Turtle Back

is governed by its merits, it costs more because it is worth more. The So-E-Z has these exclusive features—the famous turtle back—large, oblong holes, making it So-E-Z to sew on, So-E-Z to open—made in five sizes—advertised universally.

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each fastener inspected—and, above all, price protection.

The trade has recognized the advantages of the So-E-Z for, notwithstanding the cut price methods adopted by others, we sold more So-E-Z Fasteners in March than we did any preceding month since So-E-Z was first introduced.

Established prices are maintained on So-E-Z Fasteners, allowing a good profit to both jobber and dealer. We will continue to protect the jobber and dealer and to maintain the high quality already established. SO-E-Z FASTENER RETAILS AT THE SAME PRICE AS FASTENERS OF INFERIOR MAKE.

Place your orders now.

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DRY GOODS REVIEW

HOUSEFURNISHINGS

CURTAINS

Novelty Line in Ivory Madras With Small Floral Effects—Oriental Lace Insertions

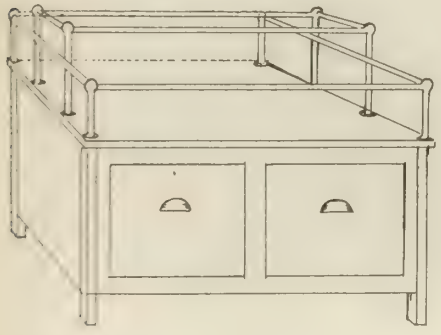
SCRIM in one form or another seems to be about the only thing for curtains. In a fine weave, it is called voile and in a coarse weave it is marquisette. Voile curtains made up in pairs with hemstitched borders, fine lace insertion and embroidered insets and perhaps a lace edging also, are very attractive. These are used in all rooms, elaborate according to the other furnishings. Fine models retail at $15 a pair, but they may be had in neat plain styles from $2.50 per pair up.

White Canton silk with wide insertion of ecru lace is shown also.

Then scrim by the yard, with one edge hemstitched and a border of insertion set in, is selling well. In all of these lines ivory is the shade still favored. Ecru and white are shown but ivory is the popular line.

A novel yardage is shown at Simpson's in a delicate ivory Madras with small pale blue and green or pale pink and green floral motifs in all-over effect. These are not close enough together to overdo the color idea.

Many styles of laces are offered in curtains. In accordance with the present taste for ornate furnishings there is at the Murray-Kay furniture store a new type of curtain. It is made of fine point d'esprit with oriental lace insertions, lace motifs or fine embroidery inset or designs of Honiton braids worked on. Some very attractive and elaborate models are shown. At the edge is 6-inch oriental lace put on in a very full ruffle.



Compartments made of rods, for showing curtains in house furnishings department of G. W. Robinson Co., Hamilton.

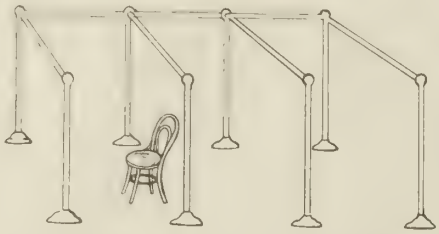


Table fitted with rods for showing curtains. Eight varieties can be displayed at once. Stock is kept in drawers as shown. Fixtures in G. W. Robinson Co.'s store.

SCREEN FRAMES

EATON'S are showing screen frames of undecorated wood. They are in three panels, adjustable and may have panels of the chintz or wall-paper which is used in the room while the frame may be painted; enameled or varnished to match the furniture. These frames retail at $6.50 and are six feet high.

DOUBLE CURTAIN RODS

DOUBLE brass rods are selling well. The two are fastened into one socket at each side of the window but the rods are separate and leave ample room for the working of the shade. In this way the window net may easily be removed from the inner rod without disturbing the chintz hangings on the outer rod.

PURE WHITE SHADES

WINDOW shades in pure white are leaders. In the best lines these have good quality lace insertions, narrow or wide as one prefers, but seldom lace at the edge. The white shades give a very soft effect to the ivory curtains.

Shades made of the chintz which is used in the room furnishings are asked for at times. There are people who like their shades, furnishings, hangings and wall-paper all alike, and these are to be had in certain designs. Shades of this kind are made up to order, of course.

DRAPERIES FOR SUMMER TRADE

Chintzes Are Very Popular For Bedroom and Boudoir Furniture as Well as For Slip-covers—Mulberry the Newest Shade in Summer.

VARIETY remains the keynote on all the large drapery departments. Every week or so "something different" is making its appearnce. Recently a very attractive shade, mulberry, has been favored as the basic tone of a number of different fabrics. It appears in some clearly outlined conventional and geometrical designs and also a number of floral and shadow effects. One of Eaton's latest arrivals from England is a chintz of indistinct pattern illustrating a variety of shadowy cloud effects. This comes in tones of blue, brown or mulberry. These three constitute the predominating shades at presnt.

Another pattern, clear in outline, is shown on a mulberry ground; the trailing branches in black and white and birds with touches of bright plumage are quite out of the ordinary. Then there is an oriental design on silk finished tapestry in mulberry and dull brass,—this is also very rich in black and dull brass.

Black backgrounds with large, richly colored designs, also striped backgrounds, remain in vogue.

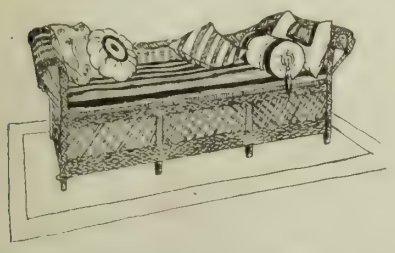
Tree of Life Design

Patterns tend to be a little on the large side but everything is sold. Chintzs retail from 25c to $4.50 per yard and from 30 to 50 inches in width. With such a range, naturally the coloring and designing are also not restricted. Bright tones hold quite good, especially stripe effects. One motif that seems to have found its way into many fabrics with good results is the "Tree of Life" design. It is to be seen in various developments in dress silks, chintzes, drapery silks and tapestries. Most striking it is in treatment of black and gold on silk or delft blue and white on chintz.

Chintz Slip-Covers in Demand

Chintz is being bought quickly just now, especially by people who are preparing to leave their city homes for the Summer months. More interest than formerly seems to be expended on slip covers. Their value as a protection to fine upholstery through the dusty season is being realized. And again bedroom and boudoir furniture for the Summer cottage is being made up in white

box style in many instances and slip covers of chintz to cover them. These are easily removable and laundered so that the Summer rooms may be as fresh and clean as one may wish. Chairs, shoe-boxes, utility boxes, trunk-covers, sewing-tables, paper-baskets, lamp shades, screens, serving trays, table tops sofas and sofa pillows, and many other articles are made up with chintz. Indeed Eaton's showing a packing-box covered with chintz and with a frame across the back



Day bed for the porch or living room of the summer home.

hung with the chintz. No doubt this would be a useful piece of furniture in many a Summer home.

Cords for holding back curtains are almost out of use nowadays. Instead, cuffs of the chintz are made. These may-be cut straight and soft with a ring in each end or may be shaped and stiffened and have fringe varying from the lower edge and rings in the ends.

In pillows round styles are selling much more frequently than the square ones. Poiret bolsters are also good.

SHADES FOR VERANDAHS

INVERTED electric light shades for verandahs are made of wicker painted green and lined with chintz through which the light shines with pretty effect. These are shown in the "model house" in one store. The same firm shows a lawn or beach umbrella large enough to shade a table and four or five small chairs. It is in terracotta and sand shades with terracotta fringe around the edge.

SUMMER HOSIERY

(Continued from page 63.)

hose, and champagne or canary shoes are accompanied by sand colored hose. Sand is the favorite shade, too, with black pumps, especially if one happens to be wearing a costume of the raw silk order. Novelty and sports colored hose will be worn this Summer with white pumps and low cut shoes, and will match the costume colors perhaps oftener than those of the shoes. Sports hose are not on the whole, as brilliant in color as dress fabrics are. They are in the same wide range, but just a little more pastel.

One novelty in the fancy line has varicolored polka dots of different sizes very close together. Another, at Stitt's, has circular stripes of apple green separated by hair lines of black at the ankle. As they ascend the green stripes become narrower and the black ones wider..

OF INTEREST TO MERCHANTS

$605,100 AS BONUS

Shareholders of the Robert Simpson Co. Receive This Amount as Stock Dividend—Year's Profits, $875,089.

THE ANNUAL report of the Robert Simpson Co. of Toronto shows that this department store had the most successful year in its history, for the twelve months ending Jan. 31, 1917. The following is a summary:

Net Earnings	$ 875,089.01
Increase over 1915	60,000.00
Assets	11,068,161.53
Increase	2,038,422.53
Increased Turnover	4,700,000.00
Increase in 1915	288,000.00

The President Mr. H. H. Fudger in summing up for this year said at the annual meeting of the shareholders: "The indications at present are for a further increase in volume equal at least to the advance in cost of merchandise. So far the new year has shown this rate of increase, and with the adequate provision made for taking care of larger volume, the result should continue to be satisfactory to the shareholders."

The great increase in expenses kept down the net profits. One of the chief developments of the year was the building of a mail order building in Toronto and another in Regina. This part of the business increased about $2,500,000.

A striking feature of the report is the amount of merchandise on hand on the first of February, $3,845,465, the amount of stock that it is felt is required for doing business, in other words a rival to compete on an equal footing would require $4,000,000 in merchandise, and $4,871,850 in land and buildings, or nearly $9,000,000.

The merchandise on hand as shown by the inventory of Jan. 31, 1916, was some $400,000 less. The figures for several years back compare as follows:

Inventory, 1917	$3,845,465
Inventory, 1916	3,440,575
Inventory, 1915	2,685,000

The present assets and liabilities now mark out as follows:

	1916	1915
Assets.		
Current	$ 4,834,407	$4,014,493
Deferred	274,067	268,142
Sinking Fund	318	21,850
Property	4,871,850	4,048,053
Investments	11,087,518	677,200
	$11,068,161	$9,029,739
Liabilities.		
Current	$ 2,153,501	$ 904,915
Mortgages	410,000	.....
Bonds	2,130,432	2,207,714
Capital	6,182,347	5,494,900
Surplus	191,881	422,208
	$11,068,161	$9,029,739

The capital assets include a valuation of $1,228,388 in land, $96,513 in leases, and $2,294,037 for store building and equipment.

Among the investments in associated companies is the sum of $303,000 in the John Murphy Co. of Montreal.

Among the assets are customers' accounts, after allowing for bad debts, $446,070. This house runs "charge" or "club" accounts in connection with the house furnishings department.

There was $100,000 written off for depreciation on buildings, plant and equipment.

The report states that "of the balance, $605,100 has been distributed as a stock dividend on common stock which makes the total common stock at the close of the year $3,350,000."

The common stock held before amounted to 27,449 shares, with par value of $2,744,900. The dividend of $605,100 presented in the form of stock therefore represents a bonus of 21 2-3 per cent.

In addition there was the regular cash dividend paid of $247,041 which represents an even 9 per cent. on the $2,744,900 stock. Total 30 2-3 per cent.

The list of common shareholders as given in the last report made to the Provincial Secretary's department is as follows:

	Shares
H. C. Cox	1,405
G. A. Cox Estate	1,088
E. W. Cox Estate	57
H. H. Fudger	7,677
H. H. Fudger, in Trust	1,760
R. B. Fudger	891
J. W. Flavelle	8,551
J. E. Flavelle	10
W. G. Morrow	10
Total	27,449

TOILET ARTICLES

THOUGH the cost of materials for the making of "French Ivory" is very high, manufacturers claim that their prices have not advanced accordingly because the greatly increased output has made the cost of production comparatively less. At present there are not more than a half dozen factories in the world making these goods, hence it is not difficult to understand what changes the last couple of years must have made in the factories themselves.

Ivory requires drying for ten months in the sheet before it is ready to make up into the various articles so that much work has to be done behind the current output.

In the best ivory brushes, the bristles are set into the ivory before it is completely hard, thus securing them for a lifetime without the use of a "core."

The most up-to-date mirrors have solid backs—that is, they are without a seam around the edge and with the face edge sunk over the mirror.



A Verdure Tapestry in wood colorings. A production of our own in Canada. One of many attractive designs.

"IF IT IS FOR THE WINDOW WE HAVE IT."

Geo. H. Hees, Son & Company, Limited

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Swiss Applique Curtains and Door Panels
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have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



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GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

DRY GOODS REVIEW

MILLINERY

PARIS HEADWEAR

Velvet Crowns and Organdie Two Latest Fancies—Large Brims and Severe Sailors

PARIS continues to create. She has not produced any new species of headwear during the past month, but pursues her high crowns, lace, plumage and flowers and has launched out into wide brims. Fabrics continue to play an important part also. Georgette crepe is used extensively and lately a number of soft crowns of velvet appear on the large transparent brims.

One of Reboux's fascinating models has the wide brim of black hair lace, a narrower upper brim of pleated cerise tulle and softly draped crown of cerise velvet. For trimming there is a floral spray of the hair lace.

Another material that is smart for wear with Summer frocks is organdie. A Maria Guy model of black lisere with high crown and wide brim has half way up the crown a band of organdie shirred at both edges; a similar band, but wider, is around the centre of the brim; a pink silk rose lies on the brim at the front. Another Lewis model has blue organdie for high crushed crown and cloche brim; the bands of soft, fine straw and little silk flowers trim. One of the mushroom shapes wide at the sides and with soft crown is of pearl grey Georgette with Val. lace ruffles all over it; a sash of blue ribbon and roses complete the model.

Ostrich Plumes

Ostrich plumes and fancies are becoming more frequent. Bandeaux of ostrich are placed at the under brim edge, and the fancies are utilized in any way that will add height to the crown. A large cloche is covered with King's blue Georgette and faced with black Milan; around the very high crown is a band of greenish blue uncurled ostrich that entirely covers the crown sides and is further trimmed by a band of burnt goose in the same shade which brings out the fluffiness of the ostrich.

A blue similar to Saxe, but a tone more lively is seen frequently now. Combined with peach it is espcially good.

Paris likes small, real-looking flowers for Summer, though many of the appliqued flowers are shown also. A small white hemp poke is entirely covered with white Georgette; the crown sides are solidly banked in white silk; small daisies relieved high at the front by a Burgundy rose with gold tissue centre. A casque bonnet with crown high in front is of crow blue faille finished at the base with same tone Milan; delft blue velvet begonias having their petals overcast in a shade darker form a large triangle over the front and sides of the hat; in the centre of this is a full-blown rose; there is a small bow of the silk at the back.

A novelty is made by Rose Descat. It is a large cloche of beige Milan, having on the brim at intervals three large sunflowers of white silk with brown soutache centres; there is a soft crown tip of white silk with a sunflower laid flat on the tip.

Black and white combinations in dressy as well as tailored effects meet with much approval.

Large, Severe Sailors

Large, severe looking sailors, some with step-crowns or step-brims, others of cloche slant and a great many of flat, mannish type, mostly of natural Milan are shown.

Smartness and style characterize all that the French women wear this year as much as ever. They do not care for great quantities of strong colors, but revel in tailor-made and very Summery-looking chapeaux, hence their desire now for large brims, dainty fabrics and flowers.

NEW PANAMAS

Some Being Left Unbleached to Prevent Sunburn—Diamond-Shaped Crowns —Wings as Trimming

PANAMA hats are being developed with a few new features. Some are finished smoothly but left in their natural color, unbleached. It is claimed for these that they do not sunburn as do the dead white bleached hats. A new crown is diamond-shaped, with the corners rounded slightly. A strictly negligee Panama —or rather Luzon hat—is shown for women. It may be carried in one's coat pocket or suit case, or worn in any kind of weather and with brim turned up or down or only partly so. These Luzon hats come from Japan. A real South American Panama would crack if given such rough handling, but only an expert can distinguish the two. These soft hats are finished with a black grosgrain or colored sports band.

Crowns are all high and fairly large, and any style of brim, rolled, curled, flat or cloche may be had.

Wings and Sports Silks Trimmings

Panamas are frequently trimmed with little white wings and Georgette facing this year. Others more strictly for outing wear are trimmed with sports silks. One novelty leghorn had motifs cut out of ribbon and pasted on the crown and brim and then a green chiffon veiling over the whole hat.



Ladies' Negligee Panama

Unbleached Panama in style newly adapted from man's model. Smart new knitted silk scarf in canary shade with Roman stripes. From Canadian Panama Hat Co.

Summer Fancy



White crepe Georgette with large white begonia blossoms with satin stems and foliage.

A Dainty Summer Creation



White lace capeline with trimming of moss rosebuds, very long stemmed; turquoise velvet ribbon.

SUMMER HATS RUN LARGER

Lisere, Milans and Horsehair Lead—Mushroom and Cloche Shapes Best—Wings, Feathers, Floral Ornaments for Trimmings—Wheat, Pansies and Daisies—Unbleached and Trimmed Panamas.

THE trend of hats carries out early predictions. The season of small tailored hats is over so far as wholesales are concerned. Styles which will prevail in June and later are shown now and these have increased considerably in average size over those now seen on the streets.

Lisere, Milans and horsehair are practically the only braids to be seen. Italian Milan in white—"the aristocrat of millinery," Simpson's call it—has made a noticeable inroad during the past month. So far its trimming is mostly white. Little wings, Georgette crepe, Malines, grosgrain ribbon and occasionally some wheat are used. One shape which is popular in this as well as in lisere has a flat four-cornered crown with narrow, close-fitting bandeaux. The four sides have horizontal indentations which take away all hard angles.

Lisere and horsehair continue popular in black; a good deal of African brown is seen also. Many other colors in lisere, tagel and Milan hemp are shown. Malines and Chantilly lace, combined with braids, are particularly effective this year and Georgette facings are found on Leghorns, Panamas and braid hats of any kind.

One large hat at Murray-Kay's is made entirely of black Malines in two-inch folds, each edged with a single strip of black hemp about ⅛ inch in width.

Fabrics Trimmed With Straw

Many of the large Summery hats have reversed the usual order of things. They are made of a dainty, delicately colored material and are trimmed with straw. This frequently happens in the case of Georgette. In one instance there is a high-crowned, wide mushroom brim all of palest pink Georgette. It has crown bands and brim edge trimming of rose-colored satin straw braid of ½ inch width. Another sand-colored Georgette has soft band around the crown completely covering the sides. This band is of fine sand straw imitating crochet work. A sand and blue wing mount stands up in front and the under brim is of Saxe blue chrysanthemum braid.

The high crowns prevail and a favorite finish, especially when the hat is of fabric is draping around the sides.

Cloche Mushroom Brims Strong

It will be seen from these instances and almost every new display that mushroom and cloche shapes have almost complete control. "Mushroom shapes are the whole thing," said one milliner. They provide variety too, for they are not confined to regularity in width. Those narrow at the front and back are good. Perhaps the great respect we have developed for aeroplanes is responsible for the prevailing fancy for hats wide at the sides and for wing trimmings. These styles permit a generous showing of leghorns.

White Wings For June And July

Speaking of trimmings, wings continue in marked favor. White wings will be especially good through June and July. All kinds of smart mounts are worn.

One trimming house finds that present orders for staples for Fall include a large amount of ostrich. It is getting away from the small "tied in" mounts, too. Plumes and long, flat-lying ostrich feathers are creating interest in more than one quarter.

Wheat, Pansies and Daisies for Summer

When one leaves the wings and mounts to look for Summer trimmings, one's eyes invariably linger on the varieties of wheat. One young salesman in his earnest search after analogies, remarked that just like the shoe business where boots cost so much because women will have so much leather in them, so wheat is high because the milliners are using so much of it. However, the varieties used in this way must be grown in Elysium, for they glimmer with gold and silver or are glazed in colors not found in bushel boxes.

Pansies and daisies are the favorites in flowers just now.

A novelty shown at Stitt's is fashioned after the new "Trench" hats for Misses which New York is talking much about just now. It is not a real helmet shape, but has the wide military chin strap and fits snugly to the head. In this case the strap and crown edge are of black taffeta studded with black beads. The hat itself is of black lisere.

DRY GOODS REVIEW

DRESS ACCESSORIES

GLOVE NOVELTIES

Bracelet or Wrist Watch Effect—New Line for Golfing—Window of Colors.

NEW effects in kid gloves will crop out despite the ever-increasing difficulties of production. One of the new touches is a bracelet or wrist watch effect produced by a band of contrasting kid widened on the back of the hand. The color of this band is carried out in pipings and stitchings. One model is made of white lamb with a new shade of tan in the trimming. Another novelty shows white lamb with a narrow cuff band of rose-colored jersey and outside row of embroidery in matching shade. Chain stitching is a feature of some other new models. Fastening by means of a fine silk cord laced around small buttons has been revived. This time it is at the side of the glove.

A military wrist strap glove has the gore in a contrasting color, points to match at the under wrist seam.

A new silk glove has the three stripes on the back done in red, white and blue.

A golfing novelty is fastened with one snap on the back of the hand, the thumb and back of the glove are white, the palm black, the three embroidered lines resemble golf sticks, while between these and the finger seams are eyelets. These gloves are very short to allow freedom of wrist movement.

Eaton's showed a window of colored silk gloves recently. Ranges of pinks, light and deep blues, tans, light and dark green, old rose, raspberry and wines, mauve and purple were arranged in color groups very effectively.

VEILS

Red, White and Blue Coming Over From the United States

THE MOST active item in veils at present seems to be the "slip-on" veil mentioned in last month's DRY GOODS REVIEW. It fits to the head by an elastic. One firm has ordered 6,000 doz. and says they are going like "wildfire."

Veils in a plain, fine or very coarse hexagon mesh with no pattern at all are selling well just now, also.

The incoming of larger hats has made some call for circular veils. A novel pattern has been worked out recently by strands of ostrich. For a novelty it is quite unique.

Veils have not escaped the patriotic touch of Uncle Sam. Silk machine stitching in red, white and blue, is shown on fine black, taupe or brown net veils of various shapes, including circular and ruffle veils. Other designs in spots and borders are worked out in the colors.

A new sports veil of Shetland hexagon mesh has a border of three wide stripes over a filet design. All the sport colors are shown and may be single or in combination.

Those veils continue popular for the younger element. These have usually a chenille of embroidered border.

Jap Maple Leaf Pattern.

A Showy novelty veil is well covered with a Japanese Maple Leaf pattern of silver thread. Oriental embroideries and motifs worn over the hat continue to sell.

A new French veil is large and square with the central trimmings on the hat crown. The mesh is very fine with a flower design of crysanthemum braid and a fine silk straw strand for the leaves. A scroll design appears over the face.

Dainty Summer Lines



Each of the four parasols has an individual attraction. The apron veil is not full length, but, nevertheless, very smart. Uncurled feather fans are quite as good as curled ones. The bag at the lower left is strictly Chinese in design; the one at the lower right is a dainty mass of rose petals. In the centre is a bag, Oriental in style, but with rose design. Surely a happy ensemble.

PARASOLS

Short Handles and Very Blunt Ends Selling Well—Whites Stronger—Ornamental Effects

"BUNTY" is the name of the best selling line of parasols for the coming Summer. These are small, have short handles and very blunt ends, like the Japanese models. The Canadian trade likes these best in plain silks and takes them in all colors. Gold, green, blue and cerise sell especially well. Black and white stripes are also popular.

Models of natural Shantung silk and in cotton of that shade are finished with natural wood handles and white points. One was lined with Nile green. These are very suitable for wear with the Shantung sports suits which are to be popular this Summer.

Parasols, hand-embroidered in white, are picking up again this year, it seems. These are necessary for use with the all-white costumes which promise to be seen more frequently this Summer than for a few seasons past.

A new line which is proving a good seller is the "shower proof" silk. The "Peter Pan" parasol has a cord in the edges, securing gathers in each gore.

Some fancy novelties are offered in Oriental effects but the parasol which the Canadian trade likes best is the one which may accompany any costume. Those made with 8 and 10-rib frames are best. Some novelties show 12 ribs. These are of course inclined to be flat. The 88-rib models, however, emphasize a curve that is very like an inverted lily-of-the-valley.

All parasols have some sort of wrist cord. Silk cord in black and white or all white leather wrist handles and ribbons with a large bead or knot at the top are among the novelties.

Through scarcity of help the season is considerably behind this year. Difficulty in producing materials has also been a drawback. One factory is getting a considerable amount of work done in private homes.

WIDER RIBBONS

RIBBON houses find a tendency for wider ribbons leisurely developing. Wide grosgrains and fancies, wide blacks in moire and taffeta and 2-inch velvets are active. The continued popularity of fancy bags of generous size keeps up the sales of fancy and black ribbons. Grosgrains and velvets are increasing in use as the larger hats come into fashion.

and manufacturers continue to use a great deal of both narrow and wide pastel shades in satins.

A wide ribbon novelty of pleasing effect has diagonal stripes in clusters of three. Fancy stripes, Roman stripes, satin edged moire and metallic edged grossgrains are used in a variety of ways.

COLORS IN HANDKERCHIEFS

Brilliant Range Promised For 1918 as Well as Black and White

IN ORDER to alleviate any distress which might arise through the soaring prices and scarcity of linen handkerchiefs, manufacturers are making the cotton goods more impressive than ever. A new cotton fabric is being made with a finish very like fine sheer linen and indeed not all dealers are able to distinguish the two.

The first samples of this material show a great deal of color. "Indeed you cannot talk color too strongly for 1918," said one firm. The color applies to lines for men, women and children.

Among the striking designs shown are plain highly colored and striped borders as wide as four inches, all-over plaids and cross-bars in one and two tone effects. Among the colors featured in these designs for next year are royal blue, cardinal, apple green, maize, saxe, orchid, old rose, coral and gold. A number of very neat effects in black and white are also shown.

Japanese handkerchiefs of crepe de chine also very fancy and brilliantly colored are coming in large quantities for next year.

CANADIAN CORSETIERES ASSOCIATION

MRS. McMICHAEL, of the Canadian H. W. Gossard Co., returning after a nine weeks' Eastern trip, called a convention of Ontario corsetieres, at which representatives were present from Peterboro, Lindsay, St. Catharines, Brantford, London, Sarnia, and Barrie, besides those in Toronto. At the close of the course, a banquet of the Canadian Corsetieres Association was held at the Prince George Hotel, where officers were elected for the ensuing year. Mrs. McMichael was re-elected president, and Miss Webber, of the Robert Simpson Co., secretary-treasurer.

FLAX AND LINEN

THE OLD Bleach Linen Co. has isued a neat booklet entitled "Flax and Linen" which gives a brief review of the linen industry during the past year and the situation to-day. Figures are quoted showing the acreage, imports and prices of flax in Ireland during the past three years and some remarks on bleaching materials and seed. This booklet, together with the "Old Bleach Book," will be furnished to any interested readers of DRY GOODS REVIEW upon application to the company's Canadian representative, Mr. R. H. Crosbie.

SUMMER LINES OF NECKWEAR

Wash Collars and Sets Coming in Strong— White Crash Coat Collar—Pique Has Good Run— Featuring Stock Effects.

THE season of spring suits has made a very special demand upon neckwear of a tailored type. A number of Toronto wholesalers have noticed during the past month slightly less activity in the dressy Georgette lines. They do not consider this any indication, however, that Georgette neckwear is losing its grip. They expect interest to be centered upon it again in a few weeks' time when the weather warms up and spring suits are laid aside. One firm is selling more neckwear than for the past six or seven years.



Immediate demand is for wash collars and sets in plain white and sports sets of plain cut sports materials. One firm finds a crash coat collar selling very rapidly. This is one of New York's latest ideas.

Models shown are mostly all white or all of old rose. These retail for about 50 cents—a popular price. They are cut with deep points on the shoulders and neatly rounded in the back.

In addition to the crash, fine white pique is enjoying a big run both in New York and in Canada. The generous sizes which prevail in both collars and cuffs allow long sweeping lines which produce a very attractive appearance when worn. Collars coming well down and not too broad in front and either rolling or deep and broad in the back are new and sell readily. Some pique models have hemstitching at the corners or borders, but those quite plain are just as attractive.

Stock Effects Being Featured

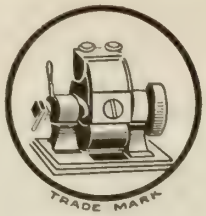
A number of manufacturers are featuring stock effects just now. These are shown strictly tailored or exceedingly elaborate, made of fancy silk laces, embroidered net, Swiss embroidered organdie or of Georgette. One sees a collar of this type on the street occasionally; and they are very attractive with tailored suits. No doubt the cool weather has had much to do with inroads which the high collar has made. The style is however one for immediate acceptance. No one expects it to become fashionable enough to replace the comfortable low flat collar to which the big majority of women cling unflinchingly, especially during the summer months.



1. *A new material for neckwear is plain, homely crash, but it is popular and smartly made. This white model has a border of sand color. Made by Flett-Lowndes & Co.*
2. *The pique set illustrates a favorite type with tailored suits. It is always in good taste. From R. D. Fairbairn & Co.*

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"DYNAMO BRAND" RAINPROOF MALINE

The ORIGINAL Guaranteed Rainproof Maline

The "DYNAMO BRAND" RAINPROOF MALINE is guaranteed against:

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Snow
Sun
Perspiration

"DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other makes

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Dry Goods Review

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Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

NECKWEAR and BAGS

250 Styles of Neckwear Georgette Voile Pique Organdy Satin Sport Collars and Sets



125 New Styles Leather and Silk Bags Black and Sport Colors



METAL GIRDLES
$15.00 to $27.00 Doz.
Colored and Old Silver



LATEST NOVELTY
BLUE BIRD-ON-BLACK
$12.00 to $54.00 Doz.

MANUFACTURED BY

FLETT-LOWNDES & CO., Limited

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WHO SAID LACES?

IF YOU SELL LACES—THIS IS FOR YOU

Mr. Merchant if you want to make money on your buying, here is your chance. From the 15th of April to the 31st of May we are offering

10% Trade discount

in addition to the regular 3/30 or 5/10. Goods must be shipped when sold and dated the first of the following month only.

This special discount applies to the following lines only: Valenciennes, Torchon, Linens, Beadings, Maltese Shepshed, Black or White Chantilly, Washerwoman Silk, Armenian Baby Edges, Shadow and Oriental Flouncing, Hand-Made Torchons, Lace Footings and Narrow Shadow Laces. Trimming Laces and Bandings.

But Does Not Include

Veilings, Veils, Metal or net top laces, Guipures, Allovers, Embroideries, Ninons, Crepes, Silk or Cotton Nets, Chiffons or other piece goods.

We have in stock about $200,000 worth of Laces alone. We want to cut this in half the next six weeks.

It will pay you, Mr. Buyer, to look into this offer; there is nothing wrong with the goods. We simply want to make a record sales for April and May.

Come in the house. See our salesman (if he does not call, drop us a card), or let us send you an assortment. Mention the lines you most desire, and the amount you can stand.

We Cannot Send Samples of Laces

The range is too large.

This is a remarkable offer in the present state of the advancing market. The style this season features all Laces, very strongly.

In addition to the above, we have just received large shipments of separate Veils and Veilings with Metal and Embroidered Decorations.

Plain Hexagon and Hair Line and a large variety of dotted borders, all prices. Black and Colors.

Something extra nice in Mourning Veilings; from the chiffon at 15c and 18c per yard we have the coarse and fine net, plain, or with ribbon or fancy crepe borders. All prices.

Ninons, we have a heavy cloth in all colors that cannot be beaten in the trade, 75c. **See this.**

Malines, guaranteed waterproof, fast colors, all shades, 18½c.

Now, Mr. Merchant, it is up to you—if you have the money we have the goods.

Latest advice from Nottingham says, all classes of cotton lace advance 20% April 1st.

Canada Veiling Company, Ltd.

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Unusual Values in Curtain Nets

For Immediate Delivery

DO your sorting now and let us know your requirements—we can supply you at prices that you will have difficulty in matching—we have a fine range of excellent qualities in White, Ivory and Ecru.

Send us an open order.

By way of warning—Handkerchiefs will be scarce—get your order placed early. We are now showing a strong range for Christmas selling. See this range—write our representative (or send for Samples). We are specialists in the following lines and can take care of your requirements:

LACES, EMBROIDERIES,
HANDKERCHIEFS, CURTAIN-NETS

The LACE GOODS COMPANY, Limited

64 WELLINGTON STREET WEST **TORONTO, ONTARIO**

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THE GLOVE TRADE-MARK

Customers seeing this mark need no selling arguments; it is just a matter of selecting the right size—the fit, style and wearing quality is there.



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SHOW THIS BRAND TO CUSTOMERS.

THE BRAND WILL DO THE REST.

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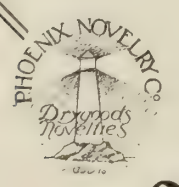
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Reliable Quality in Neckwear Assured by This Trade-Mark

The Phoenix Trade-Mark is known to the trade as representing an outstanding quality and originality in Neckwear and Novelties. Because of regard for our reputation we would not put this mark on goods of inferior quality. Thus does a trade-mark that wins a reputation protect the dealer.

Let this mark be your protection when in need of Neckwear, Tea Aprons, Boudoir Caps, etc.





Phoenix Novelry Company

TORONTO, ONT.

VAN RAALTE *Veils*



ARE you ready for a big white veil business? Every woman, everywhere, will wear white veils for spring and summer. The demand will be tremendous and the new Van Raalte White Veils are on sale. Stock now and get the early business.

Ask our representative or write for samples

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Smart Lines of New Creations in Summer and Fall Neckwear

Here is a remarkable range of neckwear in all the newest materials and latest shades, including Karki Kool, Shantungs, Newest Shades in Georgette, Duchess Satin and Canton effects in single collars and sets.

Stock a few pieces from this range to attract the attention of the women on the alert for snappy ideas and daintiness.

We have an *All-Canadian Service* and are able to handle your orders with promptness and satisfaction.

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Corner Craig and Gosford Streets
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A Large Assortment of Novelties in:

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LACES	HAIR NETS
MALINES	EMBROIDERIES
CHIFFONS	HANDKERCHIEFS
NETTINGS	MILLINERY
SCARFS	NOVELTIES
BOUDOIR CAPS	TEA APRONS

Send for Novelty Assortments. Sent Prepaid.

Novelty Lace & Veiling Co.

76 Bay Street, Toronto

MAURICE A. TELLER MILTON J. TELLER

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.

143-153 University Ave. - TORONTO, CANADA

John Ainscow & Co., Ltd.

Spinners and Manufacturers,

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street, MANCHESTER.

The "Arlington" Collar
Sales Calendar

MAY

S	M	T	W	T	F	S

The Out-of-door Season Begins

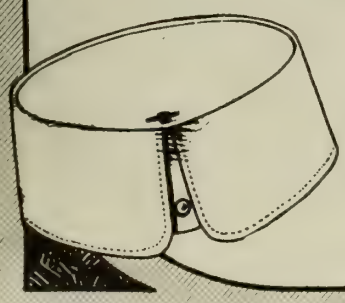
At this season, without the friendly overcoat or muffler to hide—a man's collar must be clean, or it is guiltily noticeable.

Here is where *"Challenge Brand" Cleanable Collars* will do your customers a good turn. These collars will save laundry bills that would otherwise become heavy. With *"Challenge" Brand Cleanable Collars* a man starts out each day with a smart, clean collar that will not tax him 2½ cents before he can wear it again.

"Challenge Brand" Cleanable Collars can be easily cleaned each night, with clean water, soap and sponge, ready for wear in the morning. *"Challenge"* Brand Collars are made in several grades, styles and sizes, to meet the requirements of customers whose means vary between the well-filled and the slim purse.

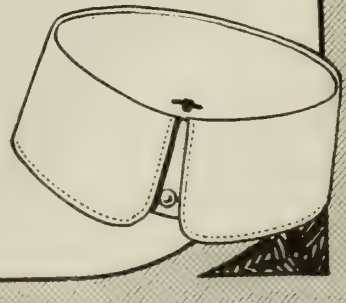
Get in a stock of "Challenge" BRAND Cleanable Collars and be ready to serve the many men that are turning to these collars which remove the TAX from collar cleanliness.

The satisfaction that Challenge Brand Collars give will redound to your advantage. Send an order for a few dozen of our good selling lines.



Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St., E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg



The Arlington Company of Canada, Limited

56 Fraser Avenue · TORONTO

Very Popular and Selling Fast



Deep jabot collar of maize radium lace in the popular chrysanthemum design. Border of coral Georgette Crepe. One of the newest models in smart neckwear.

"That Something Different"

Just one of our latest creations which is proving to be very popular, and, while a big seller, does not interfere with the sale of low neckwear, this being strictly a suit collar.

LADIES' WEAR LIMITED, TORONTO

W. F. GOFORTH, President

Branch Offices—Art and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.; 512 Drummond Building, Montreal

High-Class Turkish Towels

SOLD DIRECT FROM FACTORY TO DEALER

GALT TOWELS

We specialize in and make nothing but High-Class Turkish Towels, known as *GALT* Towels.

Beautiful designs, absolutely fast colors.

All two-ply yarns used, thereby adding to the wearing and absorption qualities.

No starch or other filling used other than best quality yarn. They will come from the wash as sightly as when new.

Ask us to send you samples.



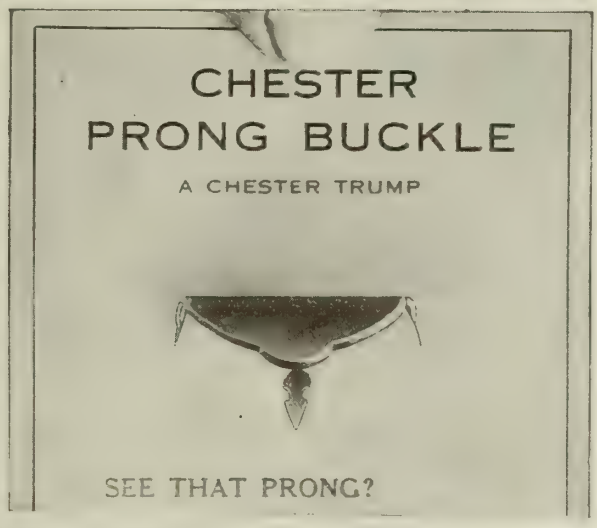
Galt Robe Company

Manufacturers of High-Class Turkish Towels

GALT, ONT., CANADA

One other exclusive feature on

BROPHEY-CHESTER SUSPENDERS



REQUIRES NO STITCHING

IS QUICKLY ADJUSTED

The use of this buckle on Brophey-Chester Suspenders allows them to be easily adjusted, so that the buckle is always where it ought to be, not up on the shoulder blade. Brophey-Chester ideas will interest your customers. Demonstrate them, they are worth while.

The Brophey Suspender Co., Limited - Toronto

Sales Rooms: —266 King Street West *Office and Factory:*—472-474 Bathurst Street

EQUIPMENT & DISPLAY

ST. JOHN STORE'S NEW EQUIPMENT

F. A. Dykeman & Co. Show Confidence in War Time — Bigger Sales Result From Improved Facilities in Show Cases and Lighting Much Superior.

WHEN the dry goods firm of F. A. Dykeman & Co., decided to double the ground floor space during war time there were many who condemned it as too venturesome. The result of the increased space for the display of goods and the added facilities for attending to customers through a great improvement in the equipment of the store have amply justified the confidence of Mr. Dykeman. In the first two months after the enlargement was fully completed the store increased its sales by 40 per cent. and the outlook for a heavy increase all through the present year is very bright.

"You will notice by the photograph that the posts indicate the lines dividing our old premises with the added part, and just doubles our ground floor space, giving us a very bright and attractive store," writes Mr. Dykeman in response to a request of DRY GOODS REVIEW.

Sectional Fixture System

"We have installed a sectional fixture system, as you will see by the photograph, and find it a great convenience as well as adding much beatuy to the store.

"The entrance is on the left, and as you enter, direct to the right is the center fixture of the store. The first portion of this contains ladies' Collars; the next has Gloves, Hosiery, Laces, Buttons, Hand Bags and Pocket Books.

"The goods displayed in the sectional cabinet are also shown in silent salesmen which are also of the most modern type, being of glass with marble bases. On the reverse side of the center cabinet are to be found the Ribbons, Veilings, Dress Trimmings, Hamburg Ebroideries, and Smallwares.

"The entire left side of the store is devoted to Silks, Dress Goods and Cloths, while the rear fixtures to the right of the stairway contain Flannels, Flannelettes, etc.

"On the right is the staples department, including all Linens, Prints, Wash Goods, etc., of every description. These fixtures do not show up well in the photograph but are in keeping with the other portions of the store.

Semi-Indirect Lighting

Reference is also made to "the splendid light which we get from the Luxfer Prisms in front of the building, and also at the side, making it the brightest store in this locality. When the photograph was taken we only had one side of store installed with new Semi-Indirect lights. The manufacturer could only supply us with sufficient number for one side, but since we have secured others for the other side, and we would say that this semi-indirect lighting outfit with 200 Watt nitrogen lamps is one of the best lighting systems that we have ever seen. It gives a bright white light and is well distributed making it exceedingly easy to select colors by.

"You will notice by photograph that our cash desk is located in the center of the cabinet with lines running to every counter in the store, and also up sending wires for the floor above, where our Ready-made department is situated.



NEW EQUIPMENT.

This is a view of one section of the Dykeman store, showing a portion of the "New Way" equipment that has been installed. The all-glass cases with marble bases replace the wood-bound ones; on the left are cabinets for gloves, showing samples on the outside; adjoining, a double parcel desk, fitting in as a unit to the rest of the display and stock units. Note also that fittings are not high, leaving room on top for display fixtures and better view over whole store.

"It was rather a venturesome move to buy the building we are in and enlarge our premises during war times, but the result of 40 per cent. increase of sales during the months of November and December prove that it was a wise step. There is more money in circulation at the present time than for many years.

"We look forward with hopes of continued prosperity but are providing for the day that is sure to come when this war is over, when there will be a need of reserve profits to fall back upon. We would think this a wise course for every merchant."

STYLES ON LIVE MODELS IN PORTAGE LA PRAIRIE



We present above a rather unusual group so far as display is concerned, living models introduced by the progressive Western department store, Brown's Limited, of Portage La Prairie, Man. This was a decided innovation there and the courage of the firm in making this departure from the regular methods attracted a large measure of attention throughout not only the city, but the district. The whole gamut of styles was run, suits, coats, waists, separate skirts, etc. The showing of the ready-to-wear served also to introduce the millinery department merchandise.

Unlike most occasions when living models have been employed this store brought them into practical use by combining the models—the sales girls—as sellers of the goods. As the advertisement announced, "The ladies of the staff who are acting as models will talk with the customers and at the same time do the selling. Each afternoon from 3 to 4.30."

The newspaper announcements were out of the routine order, being only five columns in width, but occupying a full page, with a blank margin of white space left on either side of the page.

SPRING OPENING TRIM OF REGINA STORE



This is a section of a double corner window of R. H. Williams & Sons, of Regina, Sask., and shows a charming spring display by F. A. Peachy, display manager There is a life-like character about this display with its soft "entrance" at the rear, the lamp, table, figure sitting down, that not only attracts passers-by, but impels their attention to the various articles of merchandise. In describing the "external" features Mr. Peachy says: The background was done in French grey and old rose stenciling, relieved with old rose velour curtains. The floor was done in fifteen-inch square diamond-shaped blocks, every other block being old rose and French grey.

MAY MORNING SALES FOR JUNE BRIDES-TO-BE

Aims, Achievements, Advertising Ideas, and the Difficulties During War Time, of Securing Success in This Profitable and Popular Business Field

Based on interviews with Buyers for John Murphy Co., Limited, Montreal.

MONTREAL, May 7. (Special).—In attracting the business of the June Bride-to-Be, that is in making displays of goods in the white-wear and other departments which are the delight of the trousseaux purchaser, one great success builder is usually found in the early morning "Special Sale" of whitewear. This at least has been the experience of the buyer of one of Montreal's great department stores, The John Murphy Co., Limited. In May the business in this line reaches its height in view of the near approach of the "marriage-month" of June, and while the War has had a certain effect on business in this direction every effort is made, and will be made still this year, to stimulate the demand for fine White-Wear on the part of those responsible for equipping Miss Bride-to-Be.

Four big windows are used by the John Murphy Co., in the first days of their May Whitewear sales. One window is set apart exclusively for the very best class of goods, and the John Murphy Co., enjoys a great reputation for high class white wear from their own factory. One window is set apart for sale stuff, good attractive bargain lines for the main events the "8.30 Specials" which infallibly bring business in bridal whitewear. A big double window display is also put on at the opening of the sale with very often a wax head dressed as part of the trim, and sometimes a regular bridal scene. That a wax figure may be very effectively used in setting off a display of white wear is the view of the Department Manager of John Murphy's Limited. It may be noted in passing, however, that the use of the wax head in dressing waist trims for window display has been in disfavor of late, waists being shown on the bust form only, to better advantage in the opinion of many of the trade.

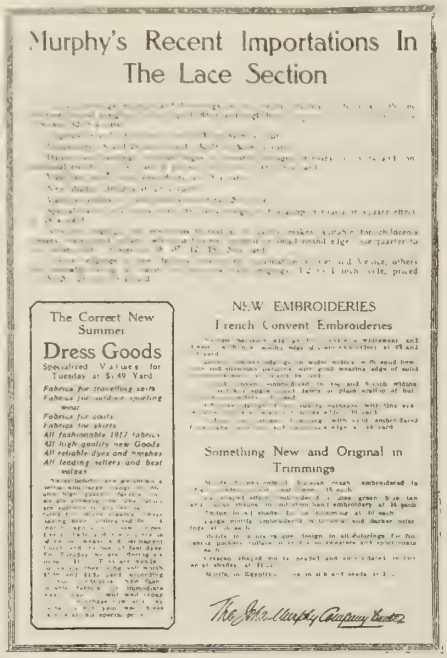
In a white wear display gowns are the great thing, as a rule. The envelope chemise also forms an important part of every trim this season. As a matter of fact the envelope chemise has come as rather a retarder of sales in some other lines such as skirts and Princess slips. But there is a tendency noted nowadays towards a revival of the skirt and Princess slip business.

Crepe de chine underwear in flesh and sales display for the bridal business of the month of May. There is at present every sign of still bigger business in this line for the present season. The tint of blue found in crepe de chine underwear has not been such a strong seller as flesh and white.

Good strong advertising is of course required to bring big business in a May White Wear sale, and some examples of bold space used by New York firms are shown. The great feature to advertise is the "8.30 Special." The sale beginning at 8.30 a.m. is continued while the goods last.

One effect of the war has been to take away much of the material in the form of samples, etc., which usually went to produce good sales lines in these May White Wear events.

In the lace and embroidery department there is a good field for May window trims and May advertising campaigns to fascinate the customer for trousseaux details. One of Murphy's recent advertisements in this line is shown. The lace and embroidery department features sometimes also in specials with success, and there is always business in these lines for the store seeking June bridal trade.


Murphy's Recent Importations In The Lace Section

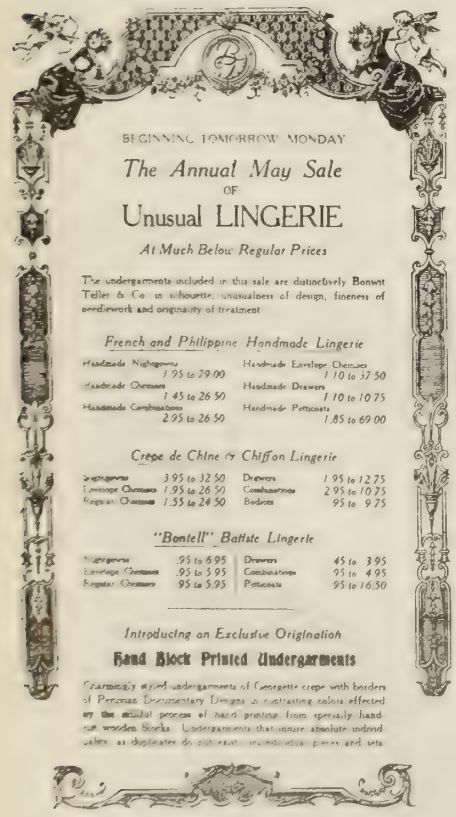
The Correct New Summer Dress Goods

Specialized Values for Tuesday at $1.49 Yard

NEW EMBROIDERIES
French Convent Embroideries

Something New and Original in Trimmings

Part of ad. of Murphy's, of Montreal, featuring laces and embroideries. We would prefer a black face type for the prices, as in the other ads.


BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 38TH STREET

BEGINNING TOMORROW MONDAY

The Annual May Sale OF Unusual LINGERIE

At Much Below Regular Prices

The undergarments included in this sale are distinctively Bonwit Teller & Co. in silhouette, unusualness of design, fineness of needlework and originality of treatment

French and Philippine Handmade Lingerie

Crepe de Chine & Chiffon Lingerie

"Bontell" Batiste Lingerie

Introducing an Exclusive Origination

Hand Block Printed Undergarments

A very attractive ad. of Bonwit Teller & Co., New York, 3 cols. in width, with an exclusive border for a store that enjoys a high-class trade. A simple treatment of lines of goods and prices. Note prominent use of store's own brand, "Bontell." Also French and "Phillipine" lingerie.


May Sale of White

Corset Covers

Combinations

Silk Lingerie

Nightgowns

Petticoats

Envelope Chemises

3,420 Summer Blouses Extraordinary at . . . 79c, $1.29, $1.95

"Redfern" and Warner Corsets in the White Sale

A section taken from full page ad. of Brooklyn's great department store, Abraham & Strans, featuring a May sale of White. The decorations are quite appropriate and not overdone. Introduction brief, but to the point. Prices prominent and descriptive of each line fully adequate and informing.

J



The New Way

A revolution in Fixtures for Dry Goods Stores.

Interchangeable units for every line of merchandise. Capable of change in position at a moment's notice.

Increase your business.
Reduce your overhead.

Installed or being installed in many leading Canadian stores, including that of

The Dykeman Store, St. John, N.B.
described elsewhere in this issue.

Our representative is in your vicinity. Let him explain the system. A post card will bring him to you.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

New Flesh Color Dress and Waist Busts

Something interesting to you.

Flesh Color Dress Bust, $8.00.

Flesh Color Waist Bust, $4.50.

The new busts are of the latest New York Style and are covered with an everlasting flesh-colored cloth and are mounted on a metal base, oxidized copper only.

Write us for information.

Send for our illustrated, enameled form folder.



No. 2009A

Delfosse & Co.

247-249 Craig St. West

Store fixtures of all descriptions.

Factory, 1 to 19 Hermine St.

Montreal

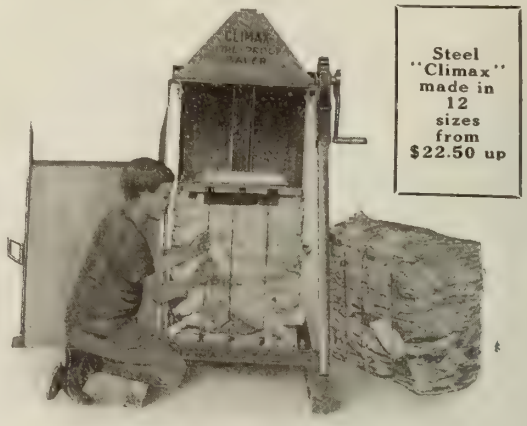
IMPORTANT

Sole agents for America for the celebrated 'Pierre Imans' Wax Figures of Paris.

"CLIMAX" Paper BALERS

All Steel - - Fireproof

Turns waste paper into money. Reduces your fire risk and keeps your place clean



Steel "Climax" made in 12 sizes from $22.50 up

A Boy can operate the

ALL STEEL CLIMAX FIREPROOF PAPER BALER

"Economy is a great revenue"

MAIL THIS COUPON

Climax Baler Co.
Hamilton, Ont.

Send me circulars and prices of *Climax* Steel Baling Presses

Name.....

Address .....

"Albo" White Cake Shoe Dressing

for White Canvas, White Leather and other White Shoes

ECONOMICAL CONVENIENT



"ALBO" will please your customers. It is in cake form, compressed, and will not dry up. Held in a lacquered metal box that will not break. Handy, convenient, economical and goes further.

Our Bostonian Creams for the colored kid shoes being worn so extensively.

SHUCLEAN is a splendid preparation for fine grade white shoes.

For Ladies' and Children's shoes, recommend our old reliable **Gilt Edge** Black Self-Shining Dressing.

Order from your jobbers.

Whittemore's Shoe Polishes

Quality *Variety*

37 Years Making Display Fixtures

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

NO MATTER WHAT BUSINESS YOU ARE IN

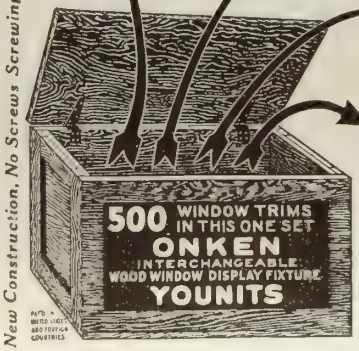
We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?

New Construction, No Screws Screwing into Wood.



Here are some of the different Show Window Sets we make.

Set for Dry Goods .. Windows
Set for General Store Windows
Set for Furnishing .. Windows
Set for Clothing .... Windows
Set for Shoe..... Windows

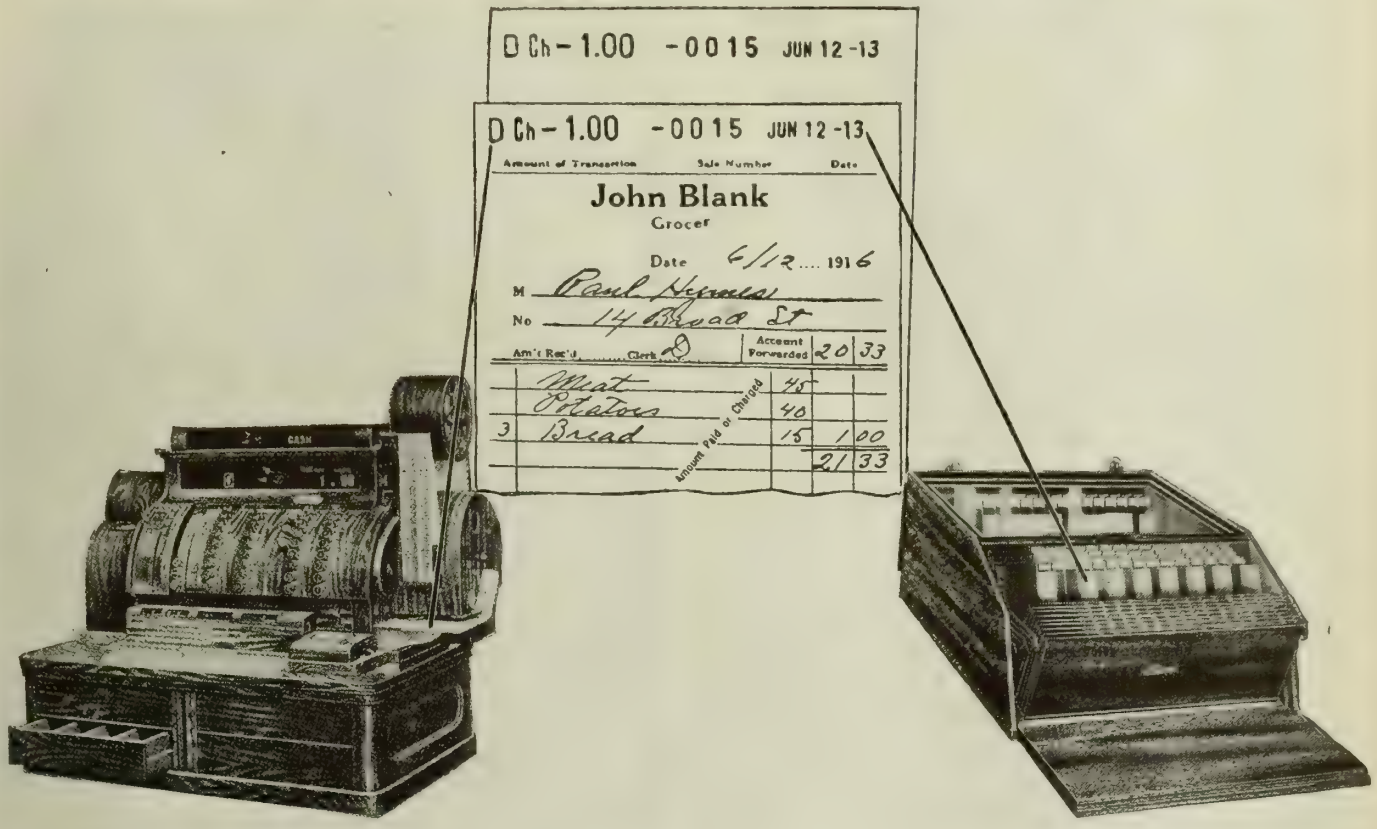
Let us know your business We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

A simple, complete system for retail stores



The electrically operated National Cash Register

Does 25 necessary things in three seconds. Simple to operate — saves time. Forces accuracy — gives quick service.

The new National Credit File

Cuts out all book-keeping of customers' accounts. No blotter—no daybook—no customers' ledger. Every customers' account balanced to the minute.

Stops leaks, satisfies customers Increases profits in stores

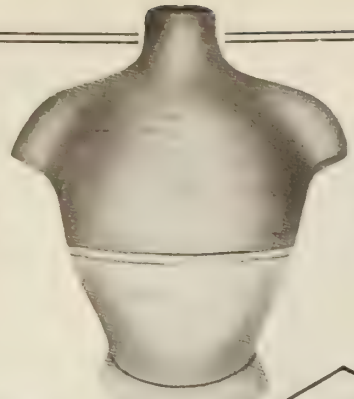
Our new model cash registers do more effectively and more quickly all the necessary operations in the handling of money. They save time, stop losses, prevent mistakes due to carelessness or inaccuracy. They safeguard your profits. They are indispensable to the efficient management of the modern store.

The credit file is a new N.C.R. invention as important to you as your telephone or cash register. It is so simple that anyone can operate it. It is speedy and convenient. It is so complete that a record of the whole credit business is always available. It is safe, records being in sight, but locked away from all tampering. There is nothing else like it.

Information about National Cash Registers and National Credit Files can be obtained easily from any N.C.R. office or from us.

The National Cash Register Co. of Canada, Limited

Christie Street ∴ Toronto



See these Extended Shoulders

See these Extended Shoulders

They Give a Natural Hang to the Arms



DALE MODEL MADE IN CANADA

This Mark Guarantees a High Quality

This Dale Form

will show your waists off to better advantage. The extended shoulders give a natural and graceful hang to the sleeves.

The enamel finish is washable, long wearing and natural in color. Extra careful workmanship and finish make Dale Display Forms and Fixtures equal to the best imported goods with this difference **we save you the duty.**

The Dale Wax Figure Co., Limited

Canada's Leading Display Fixture House
TORONTO
Montreal Showrooms: 144 Bleury Street

ACT NOW!!!

Get this Skirt Form for $10.00

Immediate Delivery

Separate Skirts are selling strong. A Richardson Form has the following advantages to bring the purchaser to your store:

(1) Shows skirt exactly as when worn.
(2) Perfectly modelled legs and feet.
(3) No brace required.
(4) Adjustable.
(5) Covered with black velvet and white jersey.

Total—The latest and the best.

Get a few of these attractive Skirt Forms "while the going is good." Price, $10.00. Immediate delivery. Ask for our new circular.



57-F—Skirt Form, $10.00.

A. S. RICHARDSON & COMPANY
99-101 ONTARIO STREET, TORONTO, ONTARIO

Gipe-Hazard Service—

Doesn't it gall you to think that your good money is often given away, unintentionally, though it may be, by those who make change in your store? A dime here, a quarter there, and a dollar bill every now and then—thus your money cheerfully given away—and the mistakes go on and on day after day

Now we're able to show you how to prevent this money being given out. Our four-page leaflet tells you how, send for it—costs but two cents for postage. Probably worth many hundreds of dollars to you. To-day is a good day to write the post card requesting it.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 ONTARIO STREET, TORONTO, CANADA



Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes



Write for samples of

S. P. B. Bags

and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags

More Dollars

You can make "Dollars Grow" out of your ***spare time.*** Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

NOW MADE IN CANADA

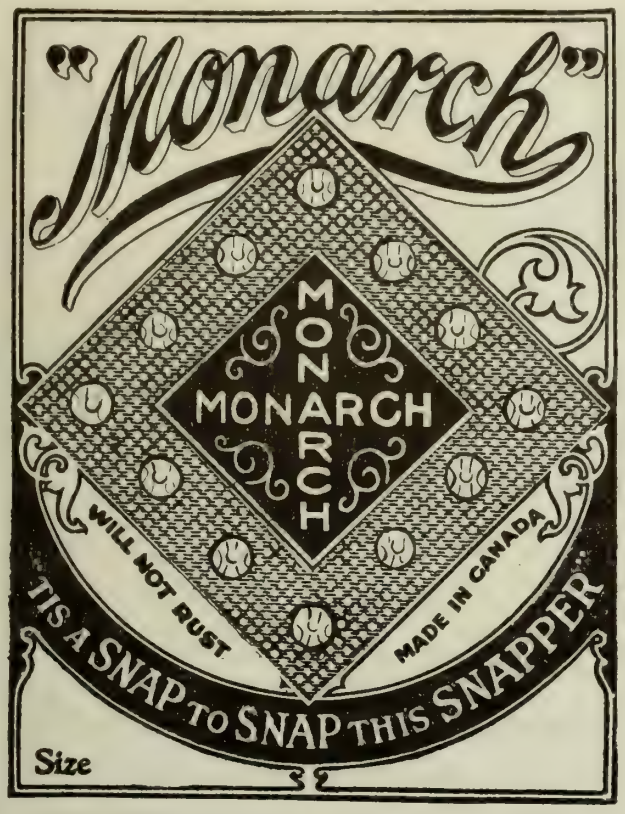


ILLUSTRATION OF No. 00, ACTUAL SIZE

The Monarch Spring Fastener

The only spring fastener made in Canada, and is the superior of any others on the market.

Made in four sizes:

Nos. 1 0 00 000

Two colors:

Black and White.

Highly Finished. Strong Spring. Quick Action, Durable. Rust-proof.

Guaranteed satisfactory in every way.

Mounted on very showy cards of one dozen. Sell on sight. Liberal profit.

Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

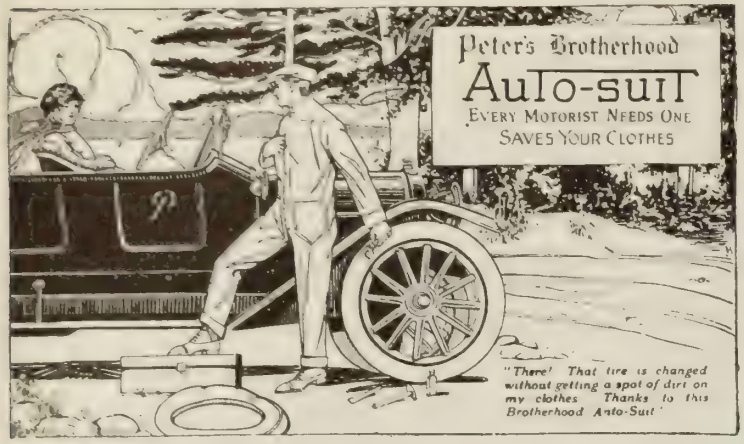
TO BE HAD OF ALL LEADING WHOLESALE HOUSES.

The Colonial Fastener Co., Limited

Sole Manufacturers

500 Parthenais Street, Montreal

Show the Motorist



the

Brotherhood

Auto-Suit

Call his attention to the fact that there are no exposed buttons to scratch or wear the enamel on his car.

He can see for himself as you see for yourself that the material is superior and that the workmanship is unsurpassed in all Brotherhood lines. The Brotherhood "Brownie" is a winner.

"If They're Brotherhood, They Must Be Good."

Six styles of overalls. One style— three colors in Brownies.
Three styles of smocks. Indigo Blue and fast black denims.
One style auto-suit. Stifel stripes and khaki drills.

SOLD DIRECT FROM MAKER TO DEALER.

Send for price list. Fill in the coupon. It will bring you complete information.

H. S. PETERS, LIMITED, Welland, Ontario

H. S. PETERS, Limited, Welland, Ont.

Please send prices of Brotherhood Auto-Suits. My regular dealer is

Name.....

Address.....

Makers of Buttons

FORSYTH KIMMEL COMPANY LIMITED

Importers of Buttons

BUTTONS BUTTONS

FORSYTH KIMMEL COMPANY, LIMITED **KITCHENER, CANADA**

You Sell Something to Somebody

AND to that somebody you must make known — by advertising — what you sell, why it is good, and so on. Also, you must have a medium—a publication read by your customers or should-be customers.

All this you consent to without demur. What may perplex you a little is the Medium to employ.

This should not be a puzzle if your product or commodity is one purchased by the general public, and if your constituency of buyers is found everywhere in Canada.

The one medium of quality and of national circulation is

MACLEAN'S MAGAZINE

You can find no substitute for it at a lower cost, and none that will carry your proposals or announcement with greater acceptability.

The conclusion is plain.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited, 143-153 University Ave., Toronto

Kindly Mention This Paper When Writing Advertisers

The Canadian Converters Co., Limited

123 Vitre Street West, Montreal, P.Q.

John P. Black & Co., Limited

(Factory)

Manufacturers of WOMEN'S and CHILDREN'S
READY-TO-WEAR GARMENTS

We specialize on POPULAR and MEDIUM PRICES in the following lines

Whitewear	Women's Overalls
House Dresses	Negligees
Children's Dresses	Underskirts
Waists and Middies	Dust Caps
Aprons	Bathing Suits
Wrappers	Outing Skirts

Manufacturers of the celebrated

EGYPTINE and BLACKEYE UNDERSKIRTS

ALSO

"SMOK-FROK"

The latest hit in a combined House or Outing Garment.

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Montreal

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SAMPLE ROOMS—63 Bay Street, TORONTO; 706 Mercantile Building, VANCOUVER.

"Our Drummer" for June is in the Mails

Did you get your copy?

Let us know if you didn't. You cannot afford to miss this number. It is the most important catalogue issued in many a month.

Net, guaranteed prices backed up by immense open stocks—this is what you will find in "*Our Drummer*" for June.

Its surprisingly large showing of goods and its security against market advances during the time it is in commission makes this book indispensable to the merchant who wants his buying to be safe.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS



Big Overall Business Coming— *Are You Ready?*

The Greater Production campaign is creating an unusually heavy demand for overalls. The women and the girls, too, are joining the men and boys to help in the great work of production.

This all means a need—a big need — for good, serviceable overalls.

CARHARTT'S

are giving the service and satisfaction, and will get you the sales. You will be safe with this brand.

Write for Samples of Carhartt's Overalls for Men and the New Ladies' "Allover."

Hamilton Carhartt Cotton Mills, Limited

Toronto Unit

Toronto Vancouver Liverpool
Montreal Winnipeg

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

THE main feature of this new card-writing series is to give the card-writer, experienced or inexperienced, new types of letter formations, and, while these lessons are of an advanced nature, we are endeavoring to make them as beneficial to the beginner as possible. The formations of these alphabets are new to all readers, but with diligent practice can be formed just as readily as the simpler ones of last year's lessons.

The construction of these alphabets is of the most practical nature, one stroke of the pen or brush being all that is necessary for their formation, and they are of the most readable and artistic types.

The chart of this lesson shows one of the most practical types for a good class of show card, though, of course, this formation is not to be used for sale purposes when a plainer formation is required.

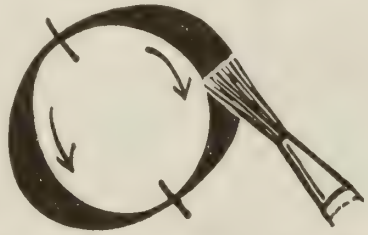
The alphabet has no particular name, but is partly script and partly an italicized Roman alphabet. This will be noticed by a close study of the chart.

Before starting to practise this letter formation, one should study it thoroughly. There are many features and characteristics which appear and reappear throughout the whole alphabet, and when these have been recognized and carefully studied, it will assist one materially in the execution of the lesson. One feature of this alphabet which appears throughout the whole series is the upturned points of the lower ends of the down strokes (note the chart). This is really the feature of the alphabet, and is one which adds quiet speed to its execution, as it eliminates the finishing off of the ends of a stroke that is brought down even with the guide line. Another notable feature is that many of the strokes commence pointed, instead of a heavy brush width, as in the previous alphabet. This also adds great speed to the work.

Practice Work

In order that the best results may be attained, it is desirous that tools and colors be in the best of condition. Here is a little review that will probably assist the cardwriter and also be of great value to the beginner.

Cardwriters' black, or color of any kind, is inclined to settle to the bottom, so, with a small wooden ladle, this should



Showing Correct Angle at which to hold brush to form Alphabets Illustrated

Fig. 2.

be thoroughly mixed before using. If the color is too thick, add small portions of water until the proper flowing consistency is reached. It is best to keep all color covered to avoid evaporation. If one has been faithful in keeping brushes thoroughly clean, they should last a long time; but if the color is allowed to dry in them, it has a tendency to loosen the hair from the ferrule.

Do not dip the brush into the color deep enough to touch the ferrule; then work it back and forth on a piece of waste cardboard or glass until the brush is the desired width and the color flows from it freely. Lay out the practice work minutely with a lead pencil and ruler, as shown in Fig. 1. Rule the guide lines about two inches apart, and the middle guide line about two-thirds the distance from the bottom line. In order to get a uniform slant to all the letters, angler lines should be drawn as indicated. These should always be used at first when practising slant letters, but as one becomes more proficient they can be discarded.

The top line of Fig. 1 shows four different sets of strokes, which appear frequently in the upper case alphabet shown in the chart. All the strokes in the alphabet should be practised in this manner as many times as is necessary to make them perfectly.

The lower line shows four strokes that appear frequently in the lower case alphabet, and which need much practice.

When all is ready for work, place the card on the slant top desk with the bottom of the card turned to the right. This assists one to make the slant letter easier. Work should be done with a free arm movement without cramping the fingers.

To get the best results in forming these letters hold the brush as indicated in Fig. 2, and keep the elbow more to the right. This turns the brush in such a position as to enable the placing of narrow and wide strokes in the desired position.

THE CHART

Upper Case

"A" shows much room for practice, as it contains four separate strokes, although strokes 2 and 4 are similar. Stroke 3 of the letter "B" will require a great deal of practice in order to make it easily.

Stroke 2 of "C" is similar to the same number in the previous letter. Practise the long sweeping stroke 1 often.

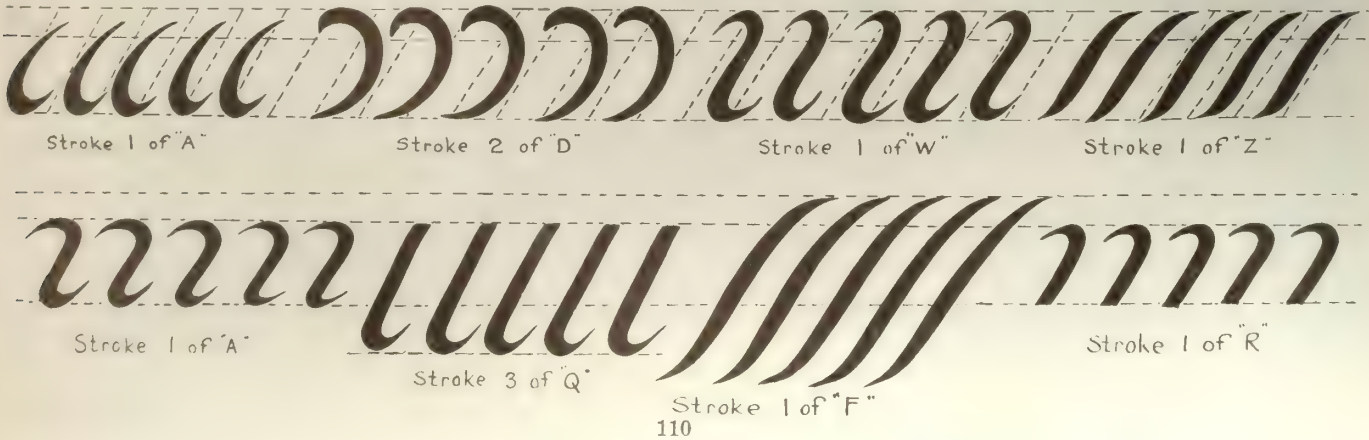
"D" shows a much different formation to any "D" we have previously shown. Stroke 2 is the hardest, and should be practised many times. It starts at the top with the full width of the brush, and gradually narrows as it comes down.

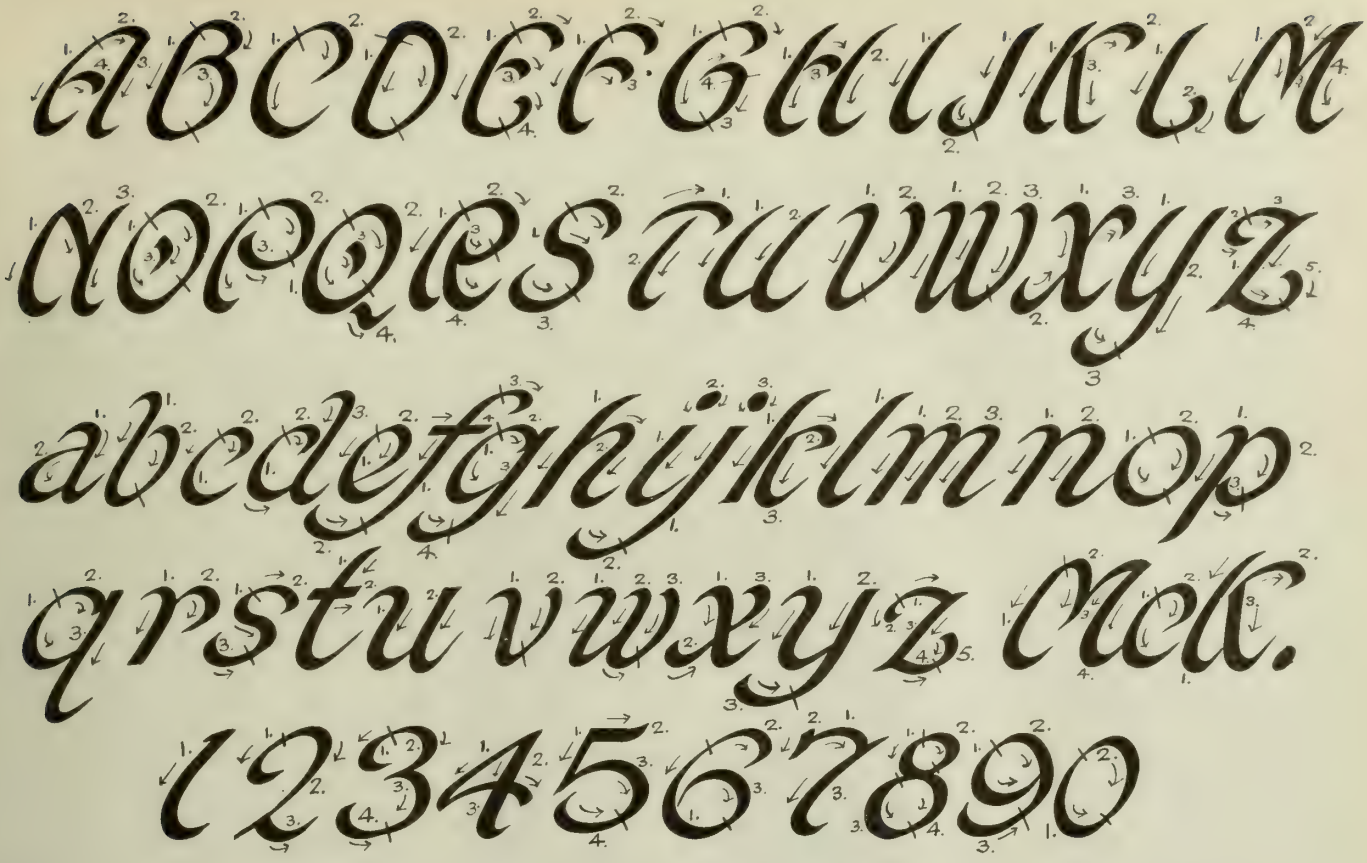
It will be found that "E" needs much practice to get the effect required.

Strokes 2, 3, and 4 must be given special attention (note the relation they bear to one another).

"F" has one less stroke than the "E." Practise stroke 1 many times.

Strokes 2 and 4 of "G" are of similar





formation. It will be found that this entire letter will need a lot of attention.

All the strokes in the "H" have been used in previous letters. Note that stroke 3 is nearer the top of the letter than the bottom.

"I"—This stroke is shown in the "H."

"J's" formation is a little different, as stroke 1 curves in the opposite direction. Much practice is required on this one.

Note that strokes 2 and 3 of "K" join stroke 1 nearer the top than the bottom. This entire letter should be practised many times.

"L" is the same formation as is found in "E." It is the 1 and 4 combination.

Strokes 1 and 4 of "M" are the same, while 2 and 3 are the wide and narrow variety. Practise many times.

"N" also shows the same two outside strokes as the "M." Both of these letters will require much attention. (Note where the narrow parts of this letter come.) This is unlike a Roman formation, where the two narrow sections come directly at the top and bottom.

Stroke 3 of "P" is the only new stroke in the letter, and it requires much practice in order to properly master its formation.

"Q" is just a repetition of the "O," with stroke 4 added. Practise often.

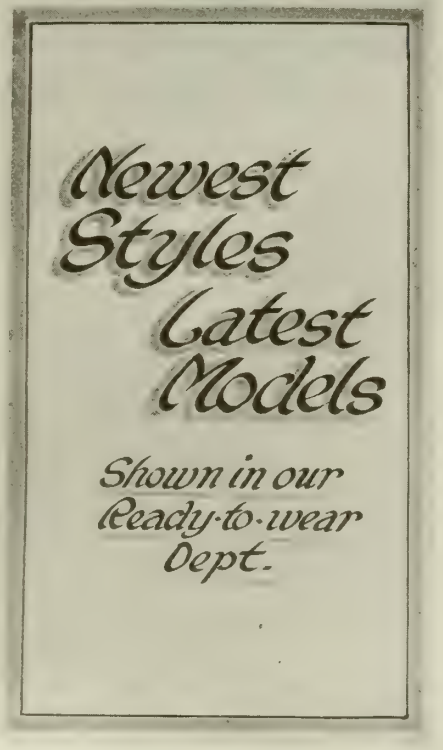
In "R" is shown the same letter as "P," with stroke 4 added. This combination of strokes requires a lot of practice, in order that it may be perfected.

"S" is a similar formation as we have shown in some previous alphabets, except that it is slanting to the right. Practise this letter often, as it is one that is used frequently.

Both the "T" strokes occur in other letters, and stroke 1 makes a good practice stroke.

The two strokes which form the "U" are similar to those of the letter "H." Stroke 1 is made a little longer in order to join up with stroke 2.

Strokes 1 and 2 of "V" are entirely new ones, and need much practice, especially stroke 2.



"W" is the same as the "V," with stroke 1 added. Practise often.

The "X" is a three-stroke letter, stroke 1 being at a different angle to similar strokes throughout the alphabet.

Stroke 1 of "Y" appears often. For variety sake this stroke is brought down below the others, but this is not necessary. The letter can be made shorter with stroke 3 resting on the lower guide line.

"Z" shows many new lines which need a lot of practice.

The lower case alphabet shows several strokes which do not appear in the upper case formation, and which demand a lot of time in practice.

The more practice work given these the better; but as the majority of the strokes used are ones similar to those in the upper case alphabet, they do not require individual explanation.

The numerals are not difficult.

In last month's lesson we gave a good demonstration of the use of the tooth brush for decorating the show card, and this month we are continuing the work, as shown in Fig. 3. This work is known as spatter drawings, and is a quick way of obtaining a stippled effect. In all cases it is necessary to use stencils. First make the drawing on a heavy Manila paper and then cut out the portion you wish to stipple with a sharp knife. This is then a stencil and should be laid flat on the card with small weights and pins. It is important that the stencil be kept tight to the surface to insure a clean cut outline. Holding the tooth brush in the left hand with a small stick in the other, dip the stick in your pen ink and draw it gently over the ends

of the bristles of the tooth brush, making sure to hold the brush close to the card. Repeat this operation until the drawing is complete.

In Fig. 3 are shown a few illustrations which will assist in doing this work.

"A" shows the word "styles." This was done in the usual way with black ink and afterwards shaded with a black pen stroke. There are many other color combinations which can be used with good effect, such as blue ink with a black or dark blue shading, brown ink with a black or dark brown shade, or green ink with a black or dark green shade. The word styles is only given as a demonstration, and any other word or words can be made into a stencil in the same manner.

"B" shows a dainty scroll work, which can be used in many ways on the show card. Many different color combinations can be used to suit the card on which it is to be used.

"C" shows a two-tone drawing of a star. First make a drawing of a star as shown, marking it out plainly with a pencil. Make a stencil of half the star by cutting out only the portions which are shown as dark on the drawing. When this is stippled on the card, the stencil can be turned over and made to fit on the other part of the star. This, as can be seen, gives the drawing an embossed effect, and many different color combinations can be used effectively.

"D" shows another two-tone spatter drawing, made with the tooth brush. This is only one of the many drawings which can be obtained from journals, which will be of great aid in this work. This drawing was simply pasted on stiff paper, and cut out with a sharp stencil knife, thus saving much time with an effect just as good. The round background stencil is first applied quite lightly and the tiger is put on much heavier.

"E"—This small floral drawing is exceptionally adaptable to this season of the year, and is very easily made, two small stencils being all that is required. The flower should be made pink and the leaf green, with a black outline and stem.

The accompanying cards give a fair idea of how the alphabet in this month's lesson appears when in use. These cards do not illustrate work which has taken hours to execute, but cards that were made in a very short time, and they illustrate how fancy cards can be made quickly and effectively.

PERSONALS

Newcombe's Limited, of Fort William has been sold to Chapple's Limited.

"Mr. Walter H. Barry, of the firm of Walter H. Barry & Co., Ribbon House of Canada, has just returned from a five months trip to England, France and Switzerland where he has been making purchases for the firm. Mr. Barry reports that it is still possible to obtain practically all requirements, but only at greatly advanced prices with long delivery time. Mr. Barry also had the opportunity of seeing his son, who was with the 24th Canadian Battalion in France.

DEATH OF E. B. GREENSHIELDS

Prominent Merchant, Financier and Connoisseur, of Montreal, Head of Greenshields, Limited, Passes Away.

THROUGHOUT the dry goods trade generally, in every quarter of Canada, the news of the death on Sunday, April 22, of E. B. Greenshields, of Montreal, was received with regret, for Mr. Greenshields held a leading position in this as well as in other important branches of Dominion commercial activity, and his name was well and favorably known in Canada from coast to coast. In Great Britain also his name carried weight in business circles, and besides his business and financial reputation he had established for himself a reputation as a connoisseur in art, and as an authority in the higher spheres of educational life.



The late Mr. Greenshields.

To members of the dry goods trade the name of Edward Black Greenshields is probably most closely associated with the name of Greenshield's, Limited, the firm of which he was president till the time of his death, following an illness of some months. His connection with the business began in 1869 when he entered the firm of S. Greenshields, Son & Co., founded by his father and his grandfather in 1833, his uncle, the late David J. Greenshields being at that time the head of the firm. He was made a partner in 1876, and his personality contributed largely to the growth and development of the business, which in 1903 became Greenshield's, Limited. That his experience, and business reputation were valued highly by his associates in the wholesale dry goods trade is shown by the fact that in 1896 he was made president of the Wholesale Dry Goods Association.

The late Mr. Greenshields was the eldest son of John Greenshields, merchant, of Glasgow and Montreal, and grandson of Rev. Edward Black, D.D., founder of St. Paul's Presbyterian Church. He was born in Montreal in 1850 and educated at the High School and McGill University. He graduated B.A. with honors in mental and moral philosophy, and the gold medal for his year (1869).

Degree of LL.D. from McGill

In 1910, his outstanding distinctions in the realm of Art and Education were recognized by the degree of LL.D. granted him in that year. Amongst his more noteworthy contributions to the literature of Art is his book on "Landscape Painting and Modern Dutch Art," which is a standard work on the subject. For years, also, Mr. Greenshields was a Governor of McGill University. As a young man he saw service with the 3rd Victoria Rifles in the Fenian Raid of 1866, and he retired from his regiment with the rank of captain.

In all fields of patriotic and public-spirited effort his name and personality were ever prominent, and Montreal loses a valued and influential citizen by his death.

Financial Connections

The world of finance and of far-spread developing civilization throughout Canada was familiar to him. He was a director of the Bank of Montreal, the Royal Trust Company, the Standard Life Assurance Co., and Ocean Accident Assurance Corporation, and was also a director of the Grand Trunk Pacific Railway. McGill University appreciated his financial skill, and he was Honorary Treasurer of McGill from 1903 to 1911. One of the veterans of the Board of Trade of Montreal, he was president of that body in 1892.

He is survived by his widow, to whom he was married in 1876, Miss Eliza Eleanor Brodie, youngest daughter of the late Rev. John Cook, D.D. One son, Edward Greenshields, and one daughter, Mrs. Graham Drinkwater, survive, and Mr. Greenshields own mother, Mrs. John Greenshields, also survives, residing with her daughters, Miss Margaret and Miss Jean Greenshields, in Montreal. Another sister, Mrs. Thomas E. Greenshields, is resident in England.

Gordon & Peck, general merchants, Rosthern, Sask., have dissolved partnership, A. Gordon continuing. Another partnership has been dissolved in Bridgeford, Sask., E. A. Purkis continuing in business.

INTERESTING ORIGIN OF TRADE MARKS

(Continued from page 20.)

"We believe that a trade mark, which is distinctive and properly applied, is a very great help towards marketing goods, and helps very much to establish a standard for a mill's product."

"Shamrock" Linens

THIS well known trade mark of the Shamrock in green, used as the brand for the linens of John S. Brown & Sons of Belfast, needs no explanation as to its origin. On the linen it is stamped as here, a simple shamrock. Frequently in giving publicity to this brand the firm use a shamrock in a heavy circle, with the words "Trade-Mark," running on either side, "Shamrock" below and "Registered" along the lower part.

This firm has been in existence for over 150 years and their branded goods have been over 40 years in Canada. The Toronto agent, Mr. W. H. Baker told DRY GOODS REVIEW that the campaign for popularizing and increasing the sales of this brand did not include "consumer" advertising but was confined to working with the dealer and trade paper publicity. Mr. Baker assists the retailer in making attractive displays and in furnishing booklets to his customers.

The Alexandre Glove Co.

FOR OVER a hundred years the initial "A" on the dome fastener of the gloves manufactured by the Alexandre Glove Co., Paris, (Unity Building, Montreal) has represented the trade mark of this firm, and has stood for the excellence of their product in the eyes of customers everywhere. The mark has not been imitated or assailed since its establishment, and is of recognized value in the field of its line.

"Easyset" Store Front

IN REGARD to their Trade Mark "Easyset" the H. J. St. Clair Co. write as follows: "There was a great discussion among a number of plate glass men a few years ago endeavoring to solve some way to facilitate matters when setting plate glass in the minimum time, and we patented a steel setting block, which is made very similar to a printer's lock set and which slides up and down on a bevel, and on this steel block is a strip of leather which the glass sets on. It is seldom that the glass people ever find a window exactly plumb which necessitates them putting a block of wood under one end of the glass to raise it and have it plumb with the sash but by using our patented setting block and placing one under each end of the glass it only requires a few seconds to raise one end and lower the other so as to get the glass perfectly plumb with the window sash, and the word was passed among the plate glass installers, that it surely was "easy seting" the glass with these setting blocks we used, therefore when we made up our copper construction, and using these setting blocks, we took the trade mark, "Easyset Metal Store Front Construction," as anyone familiar with the installation of same can install it much quicker than any other copper construction on the market."

"Climax" Balers

THE Climax Baler Co., of Hamilton, give the following explanation: The meaning of the word "Climax" is given in the dictionary as the highest point. We chose this name because we are making a line of Baling Presses which are built by skilled workmen and of the best material that can be obtained, and the result is seen in the finished article which is positively the highest quality of its kind on the market. The word "Climax," backed by our liberal guarantee of service, has been of special value to us, not for its name only, but for what it stands for, which is shown by the repeated orders we receive from the Canadian Government and many of the largest corporations in Canada.

Dent's Gloves

THE "D" on the glove domes of the World-known firm of Dent Allcroft & Co., has been familiar to the trade for over two hundred years, and as a distinctive mark has a reputation which is favorably regarded far and wide, so that the firm's other great distinctive brand "Hand in Glove with the World" is usually associated instinctively with the initial on the glove domes. The value of such a long established trade mark is undoubted.

"Manhattan" Waists

"MANHATTAN" and the trade-mark was selected from designs submitted to the firm three or four years ago, and has been widely used with great effect in stimulating demand for this line of waists. The trade-mark is not put on waist labels as yet, but is put on boxes and so displayed in the retail stores.

GOOD RECORD IN FAILURES

A VERY favorable record, so far as business failures are concerned, was established during the first three months of this year in Canada. The total number was 370, as compared with 596 for the corresponding period last year. In fact, one has to go back to 1907 for as small a number of failures, which was 320 in that year.

The records compare as follows for the first quarter of the past ten years:—

Year	Total	Mfg.	Trading
1917	370	83	270
1916	596	120	441
1915	798	198	568
1914	620	144	456
1913	408	100	299
1912	429	94	314
1911	367	80	281
1910	426	80	339
1909	425	100	313
1908	412	133	362
1907	320	84	229
1906	387	90	287

So far as liabilities are concerned, the figures for 1917 are below those of the three preceding years, but higher than in 1913, as follows:—

1917	$ 5,921,327
1916	9,344,441
1915	15,636,915
1914	6,230,052
1913	4,939,061
1912	3,120,015

WOODEN BUTTONS

BUTTONS made of wood are becoming popular. They are in natural color showing the grain and are given a hard, highly polished surface. Very large sizes are used on coats.

Pearl shoe buttons are in strong favor just now. Many retailers are carrying stocks so that a customer may replace an occasional last button.

Buttons all tend towards flat shapes. Large buttons are frequently slightly convex or concave and some are quite flat, but there is almost no demand for the large or medium sizes which are high. Almost any odd shape or color is permissible in small trimming buttons.

A new idea for 4-hole flat pearl buttons is to sew them on so that the thread forms initials.

Metal buttons of different sizes quite flat are carved to show a Japanese lady standing under a bower of blossoms. These come in the plain carving and also with touches of colored enamel and are good sellers for trimmings.

McCUTCHEON WAIST CO. IN LARGER PREMISES

The McCutcheon Waist Co. has taken possession of new and much larger premises at 323 St. James street, Montreal, owing to the increasing demands of their business. They hope to be able to give their many customers a still better service with their increased facilities.

Topics of Interest to Every Merchant

DIAMOND JUBILEE

A. Bristol & Son of Picton, Hold Special Sale on 60th Anniversary.

CONGRATULATIONS of the trade are due to the firm of A. Bristol & Son, of Picton, Ont., who are celebrating the 60th anniversary of the founding of the business. In 1857 Mr. Almond Bristol started his mercantile career on the present premises in a store 20 x. 40 feet, while to-day the store has a floor space of 24,000 feet and gives employment to nearly 50 people. One month's sales in 1917 more than doubled a year's sales in 1857. Mr. Almond Bristol, the founder of the firm, passed away in 1909, at the age of 88, keeping in close touch with the business until the end. In 1877 Mr. H. B. Bristol, the present head of the firm, was admitted to partnership. Mr. R. Davison, the secretary-treasurer, started his career with Bristol's and has made several buying trips across to Europe.

The Diamond Jubilee was celebrated in a fitting manner from April 27 to May 12 by a special sale.

FIXED PRICES

Merchant in Nova Scotia As Strongly Against It As Quebec Merchant Favors It.

To The Editor: Truro, N.S., April 24.

In the issues of DRY GOODS REVIEW—March and April—I have read much in regard to Price Maintenance; also the opinions of dry goods men through Canada on the matter, both for and against.

It appears to me it would be more of a handicap than a benefit to both wholesalers and retailers—especially the small ones; but in reading the many different opinions of merchants I notice a great number are upholding it, on the basis that it will help protect them against M. O. houses, but I consider it the very reverse. Naturally the manufacturers will cater to the M.O. houses and the large buyers. First, therefore, they will get a much finer price than the small retailer, who gets his goods through the wholesale jobber. If price maintenance is put in force, all three M.O. house, department stores, and smaller retailers—will be compelled to sell goods at a uniform price. The M.O. houses at the present time, in many cases, are selling goods much below the average retailer; therefore, they will be compelled to advance their prices, which will mean to them a much larger percentage on their turnover in the future than in the past, and by getting a finer price than the smaller man, it will give them wealth—if not already backed by it—which will give them power to reach foreign countries and buy goods that are not "price maintained" by manufacturers, and place them on sale at a price much below the Canadian manufactured price maintained goods. This will have an exceedingly strong tendency to kill Canadian manufactured goods, as foreign manufacturers will establish their selling agencies in Canada much stronger in the future than in the past.

No Special Sales

All combined, it means suicide to the welfare of this Dominion. Under the proposed price maintenance the retailers will be very seriously handicapped by not having the privilege of putting on a special sale to dispose of goods which accumulate from year to year and that cannot be disposed of at the regular price—which means to him serious losses and smaller dividends.

It is also a matter the manufacturers should give very careful consideration and protect themselves against the opposition of foreign countries, which will spring up under the proposed system; and much more carefully should the Dominion Parliament consider it before acting upon it, or declaring it legal.

THIS MERCHANT BELIEVES IN FIXED PRICES

Cowansville, Que.

To The Editor:

I believe in price maintenance and in goods supplied by manufacturers where they have a minimum price stated at which goods are to be retailed giving the merchant the privilege of selling over the list if he finds it necessary but not under. Price maintenance ensures the quality of the goods remaining standard, price cutting at all times tends to bring down the quality of the goods and after a few seasons they disappear. Of course the merchant must take into consideration the class of trade he is serving, and if he was doing an exclusive trade he would do well with the high standard goods where the manufacturer was interested in the price at which his goods were sold.

On the other hand if his trade was indifferent, or "cheap John" he would not be wise in taking on too much of the high-grade goods and I take it that it is only high-grade goods in which the manufacturer is interested in the selling price.

A case in point which comes to my mind at this moment is a line of flannels. When I was first shown the sample of this line, I made sport of the price and told the traveler I could buy as good cloth at half the price he was asking but now after handling the line for some years and making good success with it and having our customers speak in complimentary terms about the standard quality of the goods, I am convinced that any merchant does well to handle as many lines as his trade will admit of in the high grade goods in which the manufacturer is interested in having the price maintained. For this means standard values from season to season.

If I were a big enough merchant I would hardly care to advertise different manufacturers' lines but would rather have goods made especially for my trade with my own brand.

Your truly,
THE HUB.

STORE OPENS HOTEL

J. Sutcliffe and Sons Come to Lindsay's Rescue—Many Improvements to Store Also

AN EVENT unique in the history of the dry goods trade in Canada took place in Lindsay in the latter part of April when J. Sutcliffe & Sons, who have been in business there for the past twenty years, extended their operations to the opening of a handsome new hotel, adjoining the store. This hostelry succeeds the old landmark, the Pym House, and is known as "The Elsmure." It is rather a strange coincidence that this firm in Trenton, some two years ago, bought out an hotel and transformed it into a part of their store.

The opening up of the arsenal in Lindsay overtaxed the capacity of the town and the local press are loud in their praise of the firm that had the enterprise to improve the hotel accommodation in the efficient manner in which it has been done. "For excellence of equipment and general exterior beauty this hotel will compare favorably with the best appointed hotel in the country," declared the *Evening Post*, in a front page editorial it devoted to the opening. The hotel is equipped with forty bedrooms, no two alike, and on the first floor these are fitted with oak floors and running water. A check room for parcels and coats, individual writing desks, a ladies' writing room,

with a fireplace; steam heating, two and three-room apartments, and fumed oak tables in the dining room to seat from two to six persons, are some of the features of this modern building.

At the same time extensive changes were made in the store which adjoins and into which there is an opening from the hotel. The men's wear department has been given an entrance from the main street, and the staple and white goods departments take its place in the rear building facing William Street. A staircase which was in the way under the old arrangement has been moved to the rear, and a number of new mahogany show cases installed. Upstairs the millinery department has been greatly enlarged, and many other improvements carried out.

At the formal opening both of the store and the hotel the Daughters of the Empire served tea, candies, souvenirs, etc. Mr. F. W. Sutcliffe, head of the store, will act also as "proprietor" of the hotel. The novel experiment will be watched with interest.

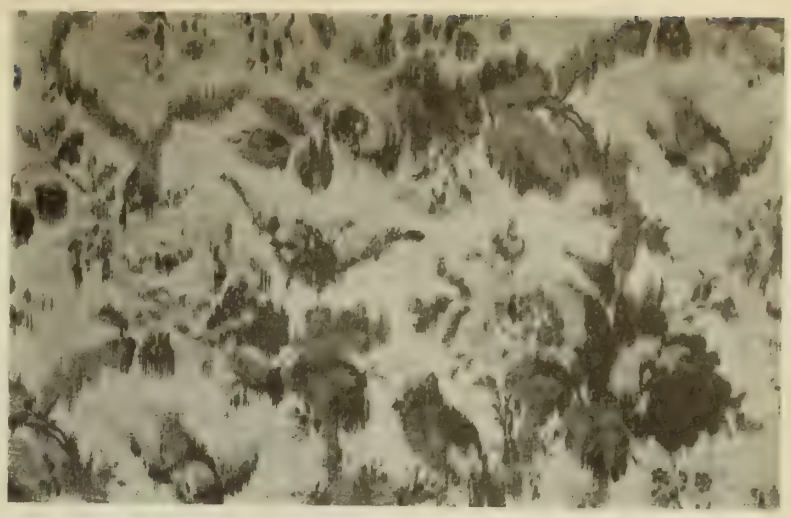
PHILIPPINE LINGERIE—FOR THE BRIDE

IN THE New Philippine Lingerie, there is a great field for bigger business in the white wear department, in the opinion of the Buyer and Deparemtne Manager for the John Murphy Co., Montreal, Mr. J. McLuckie. His department has been making interesting and successful displays of this line of goods, and pictures of the process of manufacture are used as additional points of interest amongst the displays.

"The new lingerie which, in delicacy of design, quality of material, and general attractiveness, is quite equal to the prettiest French importations, and in many cases much better than French lingerie is still so priced that it can be retailed at prices equal to or less than the prices of French lingeries," Mr. McLuckie says.

"Philippine lingerie is first made in Boston, then sent to the Philippines to be embroidered by the nuns and novices there, and then re-imported into America to be finished at Boston and exported to Canada or sent throughout the United States cities where in the big department stores it proves a very popular line of goods indeed. The peculiar delicacy of the embroidery, the daintiness of the designs, and the perfection of the linen fabric are all arguments in favor of this very fascinating line of underwear."

Here is another side of the question. A stock of Philippine embroidered lingerie was carried some time ago by the Robert Simpson Co., Toronto, but was disposed of at less than half price finally. Gowns priced at $8.00 were sold out at $3.35 and practically the whole supply came in for this reduction. People did not seem to like it as well as the French lingerie since it had a more machine-made appearance, the department reports.



Showing what Dominion Textile Co. can do in making Chintzes when they try them out.

PICKING FAVORITES FOR FALL

Mohair Seal May Oust Real Fur Garments—Cheviot Strongest Suiting—Nigger Brown Most Popular Shade, With Mole Next.

Written for DRY GOODS REVIEW *by J. E. Flanagan, manager woollens department, Greenshields, Limited, Montreal.*

PILE or plush fabrics are the reigning favorites of fashion, the demand is far in excess of what it was at this time last year, and the orders booked on blacks alone exceed last Fall season's total sales.

Nutria or Beaver colored plush is very much in demand, in fact, much greater than the supply, with the consequence that the price is advancing steadily. "The Big Noise" of the coming season is the new mohair seal, a longer furry make than the silk seal: The demand for this fabric is unprecedented, especially in black, nigger brown, Russgreen, "Joffre"—a deep shade of Burgundy. Canada Beaver and Chinchilla—this cloth is seen to best advantage in garments trimmed with sable, fox and other furs, and imitation furs being so very very popular at present.

Ousting the Real Fur

As far as we can judge from our knowledge and advices, these fabrics will completely oust the real fur garments, as they are considered as out in Paris, London and New York. Pony effects are shown but slow cloth fabrics for coats: though not as much in vogue as the pile fabrics, are very strong in certain finishes. The demand in England at present for Sedan or Beaver cloth in black or brown is enormous. This cloth is very popular in this Province as well; the demand from other centres is second to the Velours, which though apparently dead in spring weights and high colors are just now very strong with us for Fall trade in heavy weights, in Nigger brown, Russgreen, Beattie Grey, a Mole shade and navy: black, for some unknown reason, is unsaleable in this finish.

The suiting fabrics for Fall trade, especially for Misses' wear, have swung steadily away from the Broadcloths, Jerseys, Velours, etc., (due we think to the poor judgment displayed in introducing them in high colors in this period when events tend to the subdued and more staid colors as shown in English and Scotch production). Our most popular cloth in this class is a Scotch diagonal Cheviot, the best sellers being brown, navy, Royal blue, scarlet and cardinal—with brown and cardinal the favorites. Homespun and Harris effects are also very very popular in this class, as well as in the early Fall coats and wraps. There is a steady growing tendency towards Scotch effects in both the women and Men's wear that leads us to anticipate a large sale for these weaves for the coming Autumn and Spring.

Were we asked to name the most popular shade for early Fall, we would unhesitatingly say nigger brown, but mole is gaining so fast in popularity that we feel before October it will dominate. In fabrics, we place seal plush first and beavers and velours second. In Men's Wear, grey serges and cheviots are the most popular fabrics with us, followed closely by heather mixtures in Scotch and Irish tweeds. In overcoats, we can see nothing but soft thick woolly mixtures in greys, browns and greenish tints, and black and grey meltons.

C. Jubruim of Ottawa has removed to Hull, Que.

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Condensed Advertisements

"WE ARE OPEN TO APPOINT AN AGENCY in Montreal for Quebec Province for the lines of our manufacture to a responsible commission house having established connections."—The Galt Robe Company, Galt, Ontario.

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WINDOW TRIMMER AND CARD WRITER desires position.—Box 500, Dry Goods Review.

COMMISSION AGENTS WITH PERMANENT sample rooms in Winnipeg, calling on wholesale and retail trade in the West, would like to hear from reputable manufacturers of lines suitable for general dry goods trade.—Box 501 Dry Goods Review.

WANTED A GENERAL MANAGER FOR farmers' co-operative general store to be opened in Castor in the near future. Applicant must have experience in Western Canada. Give full particulars and state salary expected. Apply to Secretary, Castor Farmers' Co-operative Soc., Ltd., Castor, Alberta.

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Dry Goods Review

Vol. XXIX. No. 6. JUNE, 1917

FEATURING
Early Fall Styles



THE MACLEAN PUBLISHING COMPANY, LIMITED, 143 University Ave., TORONTO



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RIGHT: Style 1796. High grade covert. Belted. Inverted pleat in back. Patch breast pockets. 48" long. Yoke and Sleeves silk lined. 8994 Light Olive, 8995 Dark Olive, 8987 Tan and 8988 Brown; at $15.00.

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Congress and Franklin Sts.

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USE OUR LETTER ORDER SERVICE

Many customers are finding our Letter-Order department a great convenience—especially at this time, when rush sorting-orders are to be filled quickly and when it is frequently desirable to increase the quantities of placing-orders already sent in through our travellers.

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MACLEAN'S MAGAZINE *for* June

THEN have regard for the following highly interesting special articles and features of the June MACLEAN'S, always keeping in mind that they are by Canadians for Canadians—and so belong by right to MACLEAN'S MAGAZINE, whose elect purpose is to advance the development of Canadian writers and Canadian literature, and to make the Canadian people —the best of them—better informed concerning their own land and their distinguished sons and daughters.

Balfour at Washington

and the war preparations of the United States, by **Agnes C. Laut.** An interpretation of Balfour's mission to America as it relates to the Allies' cause and to the unifying of the great Anglo-Saxon peoples into an organized power for the conservation and development of human liberty and the rights of the common people.

William T. Dewart

A Character Sketch

The romantic and inspiring story of a Canadian—a member of a well-known Ontario family—who is now general manager of the Munsey publications in New York. The story is exceedingly well told by a remarkable man—Erman J. Ridgeway, himself a publisher of brilliant record.

Putting Pep into Parliament

The idea is that the work and proceedings of Parliament should be simplified and speeded up. Parliament is becoming more and more of a business institution and less and less a place for oratory. The work of Canada is too important and too vast to permit of elocution and casuistry and wire-pulling. **H. F. Gadsby,** a writer with any amount of "pep" himself, is the man who pleads that Pep should be put into Parliament.

Sunshine in Mariposa

By Stephen Leacock

The second instalment of his play whose setting and incidents are found in Ontario, Leacock's birthplace. Rich humor, and revealing Canada's premier humorous writer in a new phase of his astounding versatility.

James B. Hendryx

continues "The Gun Brand." This is a romance of the Canadian Northland. An adventurous and ambitious girl teaches school in Athabasca, and in her journeyings thither and in her life and work later on, there are incidents and experiences and developments laden with thrills. A fine story which can be satisfactorily begun in the June MACLEAN'S.

Sir Gilbert Parker

contributes "At Lake O'Calling."
This is a Canadian story—about the building of a railroad for Empire business. A romantic tangle gives the story zest and shows Sir Gilbert's art finely. Probably his best story ever appearing in MACLEAN'S MAGAZINE

A. C. Allenson

contributes "June Comes Back."
A very beautiful June bride story—about June Summers, a charming young woman.

Arthur Beverly Baxter

contributes "The Man Who Scoffed." A war story—and good war stories at this time have great appeal. We all want to know more about the life our glorious Canadian boys are living in these epochal days. Romance mingles itself with death and tragedy.

Hopkins Moorhouse

contributes "The Herald Angel."
One of his fine Andy Doolin stories—a story of the days of the forty-niners with their lawlessness and enriching labors. A story of valor and primitive passions in freeset exercise.

Records of Success

This is a feature department of MACLEAN'S given over to sketches of interesting Canadian men and women who have accomplished things.

Review of Reviews

A department tremendously well liked by every MACLEAN'S MAGAZINE reader, for here are found condensations of many articles of surpassing interest appearing in other magazines. So do readers keep themselves informed concerning what is best and most vital in current thought and life.

SO you have evidence of just how much worth-while MACLEAN'S MAGAZINE is—how admirably it is doing its chosen work and realizing its own purposes; which are to give the Canadian people a magazine dominantly and usefully Canadian, and which will satisfy from beginning to end.

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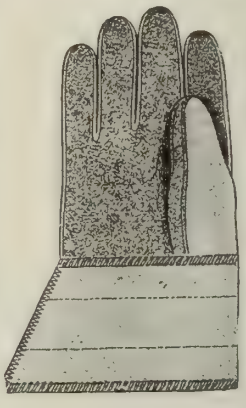
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Let us send you a sample.

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BRAND



The American Pad & Textile Co.

Chatham, Ontario

Results of BOB LONG Window Display Contest

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Prizes Have Been Awarded as Follows:

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Merchants handling Bob Long merchandise in towns under 5,000 population.

First Prize, $25.00 in cash — SUMMERS & FROST, Kamloops, B.C.

Second Prize, $10.00 in cash — JAMES F. LEINSTER, Parry Sound, Ont.

CLASS B.

Merchants handling Bob Long merchandise in towns of 5,000 population and over.

First Prize, $25.00 — JOSEPH REYCROFT, Windsor, Ont.

In announcing the winners in the Window Dressing Competition held in connection with Bob Long Week, we wish to congratulate those who, while they have not won prizes, boomed sales to our mutual benefit, and demonstrated that with the manufacturer backing up his line with real sales policy and co-operation, sales can be quickly doubled and redoubled.

QUALITY and CO-OPERATION the Keynote of Remarkable Success of Bob Long Line

We are making a line of goods that gives satisfaction to the customer, and we lose no opportunity to help the dealer sell more goods.

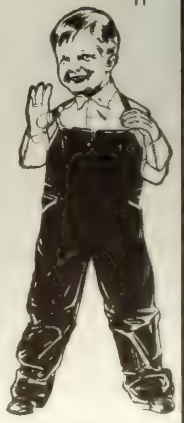
The Bob Long Line is known. It is in demand. That is why it pays us and you to push it. Makers of

Bob Long Union Made Gloves, Mitts,

Bob Long Union Made Overalls and Shirts,

Bob Long High Grade Knit Goods,

Bob Long Hand Sewn Moccasins.



BOB LONG
BRAND
REGISTERED
KNOWN FROM COAST TO COAST

R. G. LONG & CO., Limited, Toronto, Canada

"Paying Handsomely for Counter Space"

Just think this over—From now on steadily through the year, the attractive and extensive Mennen advertising is creating hundreds of thousands of users of Mennen's Products. This is making customers for your store. All you have to do is merely to display Mennen's goods in sight of your customers, and it will remind them of their need for Mennen's. There are so many of your customers just ready to buy Mennen's that a display of the Mennen lines will pay handsomely for the counter space you give.

The Complete Mennen Line

Shaving Cream
Dentifrice
Men's Talcum
Borated Talcum
Sen Yang Talcum
Violet Talcum
Flesh Tint Talcum
Unscented Talcum
Cream Tint Talcum
Liquid Soap
Cold Cream
Tar Shampooing Cream
Bath Powder
Kora Konia
Ruvia

MENNEN'S TALCUMS

Three striking attention-getting window displays have been prepared for you; one on the Talcum Powder; one on the Shaving Cream, and a combination display of both. Write to—



Canadian Agents
HAROLD F. RITCHIE & CO., LIMITED
TORONTO, ONTARIO

Mennen's Products are "Made in Canada" by
G. MENNEN CHEMICAL COMPANY
MONTREAL, QUEBEC



RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

LONGCLOTH THOROUGHLY SHRUNK

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

EASY TO SEW.

ERO LONGCLOTH — SELVEDGE STAMPED EVERY TWO YARDS "SPERO" MAKE. — QUOD ERO SPERO

STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

LONGCLOTH THOROUGHLY SHRUNK

If you want a reliable Hem-stitched Plain Bleached Sheet, enquire for the HAWORTH, with "SPERO" MAKE on selvedge—the most popular on the Market Each sheet stamped :—

"SPERO" MAKE

Order Your Stock To-day

Promptness Required to get Your Supply of

Liddell's

Gold Medal

Irish Linens

R. H. COSBIE, LIMITED

Irish Linen Agency

22 WELLINGTON ST. W.
TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

The "Arlington" Collar
Sales Calendar

JUNE

S	M	T	W	T	F	S

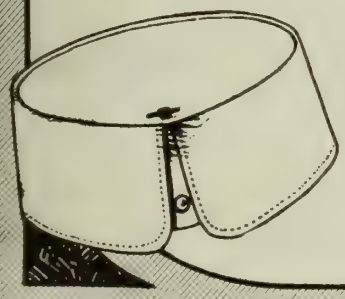
Planning Vacations
"Arlingtons" Solve the Collar Problem

At this season of the year a man's thoughts turn to his vacation period. No matter what the decision as to the kind of holiday to be enjoyed, when packing commences, the question arises what about collars?

Linen collars are hardly equal to the rough and scrimmage, toss and tumble of a man's vacation grip. Yet, on some occasions during the vacation the collar is indispensable.

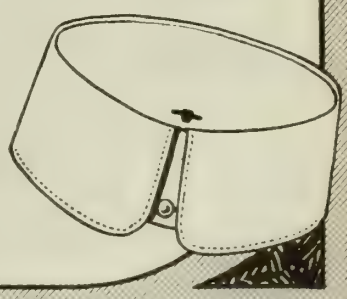
You have the solution, Mr. Dealer, in *"Challenge Brand" Cleanable Collars* and with this idea in view your collar sales should keep up during the warm weather months. *"Challenge Brand" Cleanable Collars* will not soil or spoil in the packing. They are ready for each and every occasion. Will not wilt with the heat or speckle with the rain, are easily cleaned and have the smartness of linen collars without their disadvantages—and oh dear! suppose there were no laundry, for miles around, where would the linen collar come in? Put your customers safe—recommend *"Challenge Brand" Cleanable Collars* for the vacation trip and for summer wear—*Get in a stock now if you are not already supplied.*

Made in several grades in the popular styles and sizes. At prices to suit the varied means of your customers.



Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St., E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg



The Arlington Company of Canada, Limited

56 Fraser Avenue - TORONTO

BROTHERHOOD PROFITS

The Brotherhood line of Overalls ensures you an additional 10 per cent. profit.

Our plan of selling Direct from Factory to Wearer has made this extra profit possible.

Brotherhood Overalls are Union made of only the best denims, Stifel stripes and Khaki drills.

The Brotherhood Line is Complete. Order To-day.

Overalls in six styles.

Brownies—one style—3 colors.

Smocks—3 styles—Indigo blue and fast black denims.

One style Auto Suit, Stifel Stripes and Khaki drills—buttons covered so as not to scratch or catch.

Munition Coats and Mechanics' Aprons.

Remember the



Brotherhood Button

"IF THEY'RE BROTHERHOOD—THEY MUST BE GOOD"

The Brotherhood Line is your guarantee of Quality and Satisfied Customers.

Write to-day for our Proposition.

H. S. PETERS, Limited, Welland, Ont.

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK



13—17



14—19

The Higher the Cost of Living the Bigger Your KANTKRACK TRADE MARK *Sales*

KANTKRACK collars are helping thousands of men out of their dilemma in reducing their expenses. Not only do they reduce laundry bills to a minimum, but they wear longer and give greater convenience and do not wilt in Summer.

KANTKRACK collars are the perfect waterproof collars. Made by experts in a factory wholly and exclusively devoted to collar production.

KANTKRACK collars maintain leadership in waterproof collars by virtue of their patented features of reinforcements and conveniences.



12½—18½



12—18½

One Grade Only and that the Best

KANTKRACK TRADE MARK COATED REGISTERED LINEN COLLARS

Made in Canada and Sold Direct to the Trade

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA



Dress Goods and Silks

Patrician

Ladies' and Children's Knitted Wool Goods

Her Ladyship

Ladies', Misses' and Children's Ready-to-Wear



Carpets, House Furnishings and Gents' Furnishings



Hosiery
For
Men, Women and Children

Goods of the above BRANDS have given and are giving entire satisfaction to the retailer and consumer.

THE W. R. BROCK COMPANY (Limited)

WHOLESALE DRY GOODS

TORONTO — MONTREAL — CALGARY

Annual Fall Number of DRY GOODS REVIEW

Will Be Issued on July 11

Bigger, Brighter, Better Than Ever. Our Annual Fall Number, This Year, Will Outclass Any Previous Issue of Dry Goods Review.

"BUYING RIGHT FOR FALL, 1917"

will be the keynote of the editorial pages. These will contain complete and authoritative information on new goods and on the fashions for Fall in every class of Dry Goods, such as: Dress Fabrics, Dress Accessories, Knitted Goods, Ready-to-Wear Garments, Men's Wear, Millinery, Footwear, Furs, Fancy Goods, Notions, Toys, House Furnishings, Etc.

IN THE ADVERTISING SECTIONS

there will be descriptions and illustrations of lines that manufacturers and wholesalers have to offer the Dry Goods buyers for Fall.

MANUFACTURERS AND WHOLESALERS: You will not want this number to go out without your advertisement it it.

For rates and other particulars, write

DRY GOODS REVIEW

153 University Ave. Toronto, Canada

Editorial Announcement

BUYING AND SELLING FOR FALL, 1917

will be the feature of the

ANNUAL FALL NUMBER

OF DRY GOODS REVIEW

THE BUYING END

The present issue, June, contains some of the earlier indications of Fall Fashions.

The Annual Fall Number, not coming out until July 11, will be just in time to give its readers a *comprehensive* and *authoritative* review of *Fall Fashions* after a complete survey of the field of Ready-to-Wear, Millinery, Dress Goods, Dress Accessories, Fancy Goods, Toys, Furs, Housefurnishings, Footwear, Men's Wear, etc.

Our editorial fashion writers will scour such Canadian centres as *Toronto* and *Montreal* for manufacturers' and jobbers' new Fall lines.

New York experts in Ready-to-Wear, Millinery, Dress Fabrics and Dress Accessories will provide the best information available as to what Looks Good to the trade there.

Our *Paris* correspondent will put you in touch with Dress Goods, Ready-to-Wear and Accessories.

Not only will the lines of manufacturers be sifted out by the editorial writers, but some of the best known *Retail Buyers* in Canada will give their views on What is Likely to Sell Best for Fall.

Scores of illustrations—more of them than ever before—will interpret the editorial articles.

Altogether, the Annual Fall Number will provide a Safe Guide for Fall Buying to Canadian merchants and department managers.

THE SELLING END

When you have the goods Bought, the next thing is to Sell them.

The Annual Fall Number of Dry Goods Review will contain a number of timely articles on the Merchandising End of your Fall Season.

Not only Timely, but Practical, for they will be ideas that have been tried out successfully by merchants.

Ideas in selling Ready-to-Wear, Dress Fabrics, Millinery, Dress Accessories, etc.

Photographs showing the most modern methods of displaying goods; views of departments in Canadian stores—garments, hats and trimmings, neckwear, ribbons, and so on.

For instance, we discovered a former employee of Woolworth's who has adapted some of the really remarkable display methods of this organization in a store of her own —in fancy goods and notions,—and we will show you, by a picture, how she does it.

We have stored up some of the best Fall Opening windows of 1916, just for this issue.

So, too, with some of the most effective of last year's ads.—as models for you for Fall, 1917.

Moreover, department managers will discuss their plans for the coming Fall, as well as last year's successes.

We feel confident that you will be served quite as well in the *Selling* End, as in the *Buying* End, of our Annual Fall Number.

DRY GOODS REVIEW

153 University Ave. **Toronto, Canada**

The W. R. BROCK COMPANY (Limited)

Wholesale Dry Goods

Underwear, Hosiery, Smallwares,
Carpets and Housefurnishings

Woollens, = Dress Goods, = Silks

"Her Ladyship" Ready-to-Wear
Garments

Men's Furnishings and Work Clothing



Send your sorting requirements to our

LETTER ORDER DEPARTMENT

ALWAYS AT YOUR SERVICE
for prompt and careful filling of orders.

The W. R. BROCK COMPANY (Limited)

S.W. Cor. Bay and Wellington Sts.

TORONTO

CHILDREN'S SILK COATS, GLOVES, OVERALLS

Some of Many Inquiries Addressed to Dry Goods Review Last Month—Part of the Service to Which Subscription Entitles Merchant.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of May.

CHILDREN'S FIBRE SILK COATS

New Westminster, B.C.—Where can we procure children's and misses' fibre silk sweater coats, in sizes 2 to 14 years?

Answer—Regent Knitting Mills, Montreal, for the smallest sizes. For misses', Monarch Knitting Co., Dunnville, Ont., and A. T. Reid Co., Toronto, besides the Montreal firm.

NOTE.—*Other makers kindly communicate with* DRY GOODS REVIEW.

GLOVE AGENCY

Canning, N.S.—Please send me the address of the firm that makes or handles the "Kayser" white silk glove.

Answer—The gloves are made at the factory in Sherbrooke, Que. The Canadian agency is held by Perrin Freres et Cie, Montreal and Toronto.

SHORT, BLACK SILK GLOVES

Formosa, Ont.—Could you favor us with any information as to where we could procure Ladies' Short, Black Silk Gloves?

Answer—St. Catharines Silk Mills, St. Catharines, Ont., Richard L. Baker & Co., Toronto, agents; "Niagara Maid" gloves, McIntyre, Son & Co., Montreal and Toronto; Perrin Freres et Cie., Montreal and Toronto; Charles Phillips, 52 Bay St., Toronto.

"HEADLIGHT" OVERALLS

Chauvin, Alta.—Can you tell me who makes the "Headlight" Overalls?

Answer—Larned, Carter & Co., Detroit, Mich., with branch factory in Sarnia, Ont.

SPECIAL ORDER GARMENTS

Canning, N.S.—Please send me names of firms that make suits and coats to order and will send samples of cloths and charts.

Answer—M. Pullan & Sons, Canada Cloak Co., Ontario Cloak Co., and Vise Tailoring Co., 63 Bloor St. East, all of Toronto.

RE-BLOCKING LADIES' HATS

——— *Kindly inform us who re-blocks ladies' hats.*

Answer—Geo. T. Lanning, 412 Yonge St., Toronto.

WRAPPING PAPER AND TWINE

Guelph, Ont.—Can you give us addresses of a few of the most reliable dealers in wrapping paper, twine, etc.?

Answer—Wrapping Paper; Victoria Paper & Twine Co.; Kilgour Bros.; E. B. Eddy; Ratcliff Paper Co., and W. J. Bell, 43 Richmond St. E., all of Toronto.

Twine—Victoria Paper & Twine Co., Toronto; Hamilton Cotton Mills, Hamilton (W. B. Stewart, agent, 64 Wellington St. W., Toronto); Doon Twines, Ltd., Kitchener, Ont.; Shurly & Derrett, Ltd., 1080 Bloor St. W., Toronto.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

Photographed for DRY GOODS REVIEW.



FIRST RIDEAU HALL BRIDE

SIMPLICITY *was the keynote of the whole wedding ceremony of Lady Mary Cecilia Rhodesia Hamilton and Captain Robert Orlando Rodolph Kenyon-Slaney, which took place from Rideau Hall at Christ Church Cathedral on Victoria Day. Simplicity, too, was the keynote of the attraction of the bride's apparel. She is tall, graceful and fair to look upon, and her gown was of rich white satin tissue with long train and pearl trimmings Her plain net veil flowed from a wreath of orange blossoms and she carried a vellum-bound prayer book. The five bridesmaids wore white net frocks with frilled fichus, blue belts, blue stockings and silver shoes. Wreaths of myrtle leaves were entwined in the hair and they carried sprays of Harrisi lilies tied with blue ribbons. Master Roderick Henderson, the page, had a white duck sailor suit. The groom, his best man and the ushers were all in uniform. The bride went away in a smart costume of beige cloth and blue hat.*

Dry Goods Review

VOL. XXIX. TORONTO, JUNE, 1917 No. 6

HOLD "CLEAN-UP" SALES AS USUAL IN JULY

Big Stores Are Planning to Clear Out Cotton and Silk Lines in Preparation for Fall—Selling in June at Regular Prices—Must be Ready for Fall Stock—Not as Many "Bargains."

"THERE will be July sales undoubtedly, with attractive reductions in price on cotton goods, and various lines," said Mr. W. B. Stainton, buyer and department manager of Jas. A. Ogilvy & Sons, Ltd., Montreal. "There must always be July sales, no matter how high prices may be getting, for these events are needed. But I don't imagine there will be any very marked reductions in dress goods during the sales of July, 1917. It would be foolish to give away stuff which you may not be able to replace in a hurry, and as a matter of fact the wholesalers are coming after us nowadays to buy goods from us at our retail prices."

Mr. Stainton spoke at the opening day of the June Whitewear Sale in Ogilvy's and with the satisfaction of knowing that he had about him, splendidly displayed, a profusion of goods in cotton, linen, prints, and all varieties of white goods purchased in some cases a couple of years ago, and correspondingly profitable stock to have in abundance. In the case of Mr. Stainton's department by foresight or good fortune or a little of both, delayed deliveries had greatly aided in making the June sale an event of especial interest to trade and customers. Goods were on view at prices which are the same as wholesale prices, and yet in many cases goods were available which could be sold at a profit at many cents below the wholesale price to-day. The qualities, of course, were also of the standards of a couple of years ago, and correspondingly attractive.

"Those English houses do their best to keep their word," said Mr. Stainton, "and they deliver the goods ordered for certain even if delivery is delayed."

Ladies, Carry Your Small Bundles, and Don't Waste the Time of Clerks and Merchants

In This Way You Can Help More Than by Knitting a Pair of Socks.

Copyright, 1917, Star Company.

What this country wants now is to practise WISE ECONOMY and avoid the foolish saving and hoarding that would be ruinous to the whole country, because it would stop the circulation of business and injure everybody.

We offer to ladies who visit the stores one suggestion as to wise economy—namely, economy in the time of merchants, clerks, automobiles, horses and drivers.

Do not have a small spool of cotton thread sent to your house in an automobile. Carry it home, and carry home also as many small bundles as you reasonably can.

Of course you have THE RIGHT to send things home. The merchants not only do everything that can be expected—they overdo it.

But we have "the right" to do many foolish and thoughtless things. And one "right" which should be given up now is the right to make unnecessary trouble for others.

Carry home your small bundles.

And don't order things sent home that you have no intention of keeping and paying for.

Remember that when you buy goods at a store you pay your part of THE WHOLE COST OF RUNNING THE STORE.

If you have wagons and automobiles sent to your house unnecessarily YOU PAY FOR THAT UNNECESSARY EXPENSE IN BUYING GOODS. If you waste the time of merchants, complicate their accounts, cause them expense by ordering goods sent on approval and returning them, you are piling up a bill which the merchant must charge to YOU.

We pay for our follies, and no class pays for its follies more directly than the foolish women who do their shopping on a basis of wastefulness, without consideration for merchants or their employes.

The worst of it is that these foolish women—the inconsiderate, light-headed—inflict additional cost upon sensible women who know what they want and get it, and do not impose upon the good nature of the merchant.

Charming young ladies, knitting your socks for Samuel, remember that the money you compel the merchant to spend in going back and forth from the store to your house uselessly would pay for many pairs of socks—more than you will darn at this time.

R. P. S.—Whenever a friend shows you the hat or dress that one has sent "on approval," just say to her, "Very nice, indeed; but do you know that you are wasting the money of one man and the time of another? And do you know that this country, while it can afford everything that is needed, cannot afford waste, and especially waste of time and energy?"

A New York newspaper's editorial exhortation to the people of the United States to exercise a "wise economy" in their relations to merchants. This subject is treated on the editorial page in this issue, with a suggestion that Canadian merchants in each centre combine to lessen delivery costs and cut down approvals.

July Prices Lower Than June

"Certainly we are going to hold July sales as usual," said Mr. W. H. Kyle, department manager for laces, neckwear, etc., in the John Murphy Co.'s store. "These July sales are absolutely necessary before stock-taking, and the beginning of the Fall season of selling. I have just given instructions to the salesladies to dispose of all they possibly can in this month of June at our present range of prices, because when July comes we shall move the goods at give-away figures in many lines which it would not pay us to carry over into the Fall. July is the great cleaning up month before the big Fall season, and we shall undoubtedly make the most of it. That's the principle in a nutshell."

Keeping Woolen Prices Up

"There will be July sales but whether they are to prove big events or routine events only, depends on what the weather is going to do this Summer," said Mr. Weir, department manager and dress goods buyer for the Henry Morgan Co., Ltd., Colonial House, Montreal. "I don't think, however, that you will find much in the way of price reduction features in the line of dress goods. Cottons, silks, etc., will be the lines featured more. Woolen goods are now being sold retail at prices far below the prices asked by the wholesalers for them, and the woolen situation is getting worse instead of better. With America in the war, and dependent on England for wool supplies, I don't believe we shall see much in the way of dress goods of woolen material coming over from England at all this year."

BREAKING THE NEWS OF A CASH SYSTEM

Nova Scotia Merchant Planned Death Blow to Credit With Coming of Weekly Wage Payments—Wide Publicity and Same Treatment to all Recommended — Brighton Merchant's Plan to Limit Credit to Three Months, With Note as Alternative.

On the first day of May of this year the industries upon which we depend are going to do away with the fortnightly pay system, and are going to pay their employees at the end of every week. Or, in other words, the weekly pay system will come into effect.

It is my desire, under the above circumstances, to start a cash business on that date, and my reason for writing you is that you might give me some advice as to the best way to advertise and let my customers know of my intentions.

I have been doing business in this town for the past five years, under the Credit system, and have come to the conclusion that now is the proper time to get away from it.

Any information you can give will be greatly appreciated. Awaiting your reply, I am,

Yours truly,

———

——, Nova Scotia.

HERE comes the old, old problem before us again, changing over from the baneful credit to the helpful cash. Fortunately this Nova Scotia merchant has a very timely reason for inaugurating the new regime, as the employers in the town are paying their employees every week, so that they have no excuse for running accounts. In some railway centres monthly bills are necessary, so that the merchant is forced to do at least a 30-day credit business.

Avoiding Offence

The problem that seems to loom the biggest of all in such a case is the avoidance of offence in refusing further credit. There is a fear that the customer who has calmly ordered every purchase "charged," or took it for granted that it wasn't even necessary to refer to the matter, would consider a mention of a cash settlement as a personal affront, and would disdainfully refuse to deal any more with "such a store."

As a matter of fact this theory has not worked out in any great percentage of cases to the detriment of the store. It is essential, of course, that wide spread publicity be given to the change, so that no customer will feel that any discrimination has been made in her case. Or to apply to the old proverb, "What is sauce for the goose is sauce for the gander."

So the basis of any innovation of this nature must be a general announcement and the same treatment to all. These two points will take most of the "sting" away from any who are rather susceptible on the point of being "slow pay."

A Quebec Store's Experience

A large store in Quebec recently changed over to a strictly cash business in a district where the most of its trade was done with prosperous farmers, who were "good" for all the accounts that were sent them, but slow in settling, simply because they had done things that way for generations. The advertisements and other announcements of No More Credit came as a mild sort of thunderclap, but they survived. The head of the store, in describing the experience of himself and his brother, stated that only a single customer actually annouced that he woudn't deal any more with them—out of pique—but one month later back his wife came, and has dealt there ever since. The business did drop off the first month, but the second it was up to the mark again, and actually increased after that, for the partners were careful to explain that the ready cash enabled them to buy to advantage, and this passed on to their customers. This idea was emphasized, week after week, in the ads. as well.

Change of Terms of Credit to Customers

The wave of Rising Costs in these unprecedented times compels us to shorten our terms of credit. During the past six years my customers have been given twelve months credit, thus compelling me to finance for more than my share.

On October 1st, 1916, all accounts now standing will be due, and must be paid within 30 days thereof, namely, November 1st.

After October 1st no account must stand longer than three months, and must then be settled either by cash or note, and no note will be accepted for a longer term than three months, so that no two accounts will overlap. Cash settlement preferred.

Accounts will be due as follows:

Accounts running between—
October 1st and December 31st, due January 2nd.
January 2nd and March 31st, due April 1st.
April 1st and June 30th, due July 2nd.
July 2nd and September 30th, due October 1st.

Thanking you for past favors, and trusting the foregoing will be to our mutual advantage.

I remain,
Yours respectfully,
J. H. FRISE.

Brighton, Ont.

Carrying Over $15,000 on Their Books

We have in mind a group of stores in a medium-sized Ontario town, where there is a large rural business, and where one merchant carries credit of $15,000 to $16,000, some of it for almost a year.

Present Time is Auspicious

We believe that the present time is unusually opportune for a change in the credit system, as people have been accustomed to having precedents "smashed," just as if a precedent had not something of a sacred character about it. And more precedents will be tossed aside before the war is over. A merchant can bring forward a line of argument now, of all times, that will prove persuasive. He can explain that goods cost far more to the merchant now, and, therefore, he himself requires a far larger sum to "carry" the customers on his books than in former years.

He can point out that the manufacturers and jobbers are insisting on accounts being taken care of when they are due; that very frequently a merchant cannot buy certain articles at all unless he has the cash to pay for them. And he can bring home once again the argument that now, more than ever, ready cash would enable him to secure values that he would pass on to his customers. With the change from the fortnightly to the weekly system of pay, our Nova Scotia merchant has the best of reasons for bringing a cash system into operation.

Brighton Merchant Waited Two Years

It is a rather interesting coincidence that we have just received a letter from a merchant in Brighton, Ont., J. H. Frise, who, while not adopting an actually cash-on-delivery basis, has cut down a system of 12 to 18 months', and even 24 months' credit to a maximum of three months, or, as an alternative, a note at interest for three months, with no more credit until this is met.

"My reason for the change was that I had so many accounts open," writes Mr. Frise, "and customers seemed to think they must not pay anything on the account, only once a year, namely, November or December, and a great many not then unless urged to do so.

"Then some would settle with a note and before the note came due would owe for as much or more than the note, and then want to renew note for another three or four months."

"The Wave of Rising Costs"

Mr. Frise very wisely started in his announcement by referring to present conditions: "The Wave of Rising Costs in these unprecedented times compels us to shorten our terms of Credit. During the past six years my customers have been given twelve months' credit, thus

compelling me to finance for more than my share."

This was done last September, and he notified his customers that all accounts then standing must be paid within 30 days of October 1, and that accounts incurred after October 1, must stand no longer than three months, and then be settled by cash or note; the latter to extend no longer than three months, "so that no accounts will overlap."

Many Advantages

"The advantages I will derive from the new system are numerous," says Mr. Frise.

"More ready money at seasons of the year when I need it to meet payments. Less bookkeeping. More profit to me, as I will be able to take all discounts, which amounts to quite an item each year. No asking for renewals from the wholesaler, which will be much appreciated by them.

"It will also help to weed out slow accounts, on which no one can make any money.

Did Not Write Personal Letters

"I did not write personal letters regarding the new terms," he adds, as most of them read the paper, and I had 500 copies printed, which I either put in with their accounts, or put in their parcels.

"I also put notices up in the store where everyone could see them.

Ladies Understood Need of Change

"It certainly stirred up a lot of the ladies," he adds, "as most of my business is done with them, and they readily understand the need of such a change.

"Some of the men do not relish the idea of settlement every three months, as they say at times it is hard to get the ready money.

"But I say to them they can give me their note for three months, which practically gives them six months in which to get the money.

"I do not think a single customer will quit the store on account of the change (and this was written over five months after October 1).

"I intend to adhere strictly to the new terms, as under the old system accounts ran from 12 and 18 to 24 months before I could get them settled. I will render accounts every three months.

"By doing this, no account will get so large that it will cause a customer an inconvenience in paying it."

For those who are not prepared to insist on an absolute cash basis, the plan of Mr. Frise may prove helpful.

SMITING PATTERN COMPANIES OVER CONTRACTS

An Interesting Discussion Over the Terms That Are Binding on Merchants — Objections to Discounts — One Firm Wants Free Cabinet—Cash Credit for Discards — More Frequent Exchanges

From letters sent by merchants to Dry Goods Review

WHILE many merchants who have written DRY GOODS REVIEW on the subject of pattern contracts consider that the help that patterns lend to the sale of piece goods is in itself a sufficient reason for stocking them, some strong criticisms have been received as to the terms of the contracts that bind the merchant. Some very interesting points are brought out.

Glanvilles, Ltd., of Calgary, do not consider that the keeping of patterns is profitable. One complaint is as follows:

Send Back Front Only

"By allowing us to cut front off pattern, in place of returning the free pattern which is of no use to patternmaker and puts us to the extra weight charges in returning pattern to Toronto."

They add: "We have fought this for the last five years and think it very short-sighted on the part of manufacturer.

Issac Pedlow, Renfrew, declares that "paper patterns are the worst 'gold brick' on the entire list of merchandise. There's absolutely nothing in it but troubles and incessant worry for the retailer."

Mr. Pedlow would alter everything in the contract—"in the entire list from A to Z," he says, and believes any man "who touches the proposition in any shape or form is fit for a lunatic asylum."

Steacy & Steacy, Kingston, state that they are abolishing patterns "as they haven't proved satisfactory under any conditions of late."

No Stated Number Enforced

Playfair & Preston of Midland, take the opposite stand and consider that patterns are "profitable under present conditions."

They suggest, however, that there should be no discount deducted on returned patterns, and "merchants should not be forced to take any stated number."

Should Supply the Cabinet

Another suggestion is:

The company should supply the cabinet to hold their patterns and no contract for larger than one year.

I. Matthews & Co., Port Arthur, Ont., say that patterns under present conditions are indirectly profitable.

A. B. Carscallen & Co., Tamworth, Ont., consider them profitable "as an advertisement only in this locality."

Cash Credit on all Discards

Beck's Dry Goods Store, Winnipeg, takes the consumer's standpoint in referring to keeping patterns as being "profitable." "It assists many to do their own work who otherwise would have to pay to get it done for them.

Two suggestions are made:

"We should be given a cash credit for all discards. . . . All envelopes should be well sealed and printed thereon, 'not exchangeable when seal is broken,' as patterns can be used and then exchanged, with the open envelope."

T. Lawrence & Co., Creemore, Ont., answer "No" to the profit question.

They suggest as an alteration in the present terms:

"Exchange the patterns more times during season as too few good sellers in the stock." Also: "Not enough up-to-date patterns sent in the season."

Robinson's Department Store, Bideford, Alta., do not believe patterns are profitable to a country store, except on the following terms:

"If unsold patterns were returnable at original cost to store, many small stores would carry stocks of patterns and more sales would result. . . . The above suggestion is in line with the system of handling most magazines, and appears to be successful."

Magazines and Bills Too Dear

Robert Fair & Co., Peterborough, suggest:

"Collateral advantages may follow by keeping them. There should be a lower price on the magazines and hand bills. . . . transportation charges should be borne equally by both and no interest charged on stock carried."

Yearly Contract, 3 months' Notice

W. C. Forman, Ingersoll, Ont., thinks the terms could be improved. He suggests:

"Yearly contracts requiring three months' notice to terminate. . . . Freedom to handle other patterns if

Continued on page 23.

PATTERN CRITICISMS

Unsold patterns should be returnable at original cost.

More frequent exchanges allowed.

Lower price on magazines and hand bills.

Freedom to handle other patterns.

Free Cabinet.

Division of transportation costs.

No interest charged on stock carried.



On left is the store of W. Hanna & Son, Port Carling, Ont.—a popular summer resort.

BRANCH STORES ON BOATS

W. Hanna & Son, Port Carling, Ont., Run Two Supply Different Points—Boats Fitted up as General Customers Await Arrival of Boats and —Dry Goods, Groceries

RUNNNING retail stores in boats seems a rather unusual way of doing business, that is, when applied to groceries, dry goods and hardware. And still there are communities in Canada which can only be served efficiently in this manner. For upwards of 25 years W. Hanna & Sons, Port Carling, Ont., have been catering to the needs of settlers, tourists and summer cottagers in the Muskoka Lakes district, by means of supply boats fitted up as small general stores.

On the right of the upper illustration accompanying the article, two boats are shown. These boat stores, conducted by W. Hanna & Son, sail on Lakes Rosseau, Joseph and Muskoka. They carry stocks of dry goods, groceries, and hardware. The dry goods are displayed on shelves, after the same manner as in an ordinary dry goods store. Groceries and hardware are likewise displayed. There is also a butcher on each boat, but the butcher shop is not exactly a branch of the Hanna business. The butcher rents space on the boats, and has a commission arrangement with the firm regarding sales. Fresh meat is carried on each boat.

During the summer months Hanna & Son conduct a bakery and fresh confectionery is also carried on the boats.

How Trade is Secured

In order to keep two boats such as these on a paying basis, a considerable amount of trade is necessary. In the first place there are a fairly large number of settlers or permanent residents in the districts served from the grocery store. The population of the district, however, is greatly augmented during the summer months by the arrival of hundreds of tourists, some of whom live at hotels scattered through the lake's district, and many others who take up residence during the summer in their summer residences, large numbers of which are located on the many beautiful islands in the lakes district.

With the influx during the early summer of hundreds of people, there is a big increase in the demands for goods such as would be found in the average general store. As might be expected there is a big increase in the demand for foodstuffs. Those owning summer homes purchase paint, gardening tools, lawn and flower, gardening tools, and dozens of articles used in brightening up the summer home and in improving the grounds surrounding it. A great many of these people own canoes, rowboats or motor boats, and visit the Hanna store at Port Carling for supplies, The Hanna store during the summer is always a busy one. At the store, which by the way may be seen at the left of the upper illustration shown with this article, everything is carried from picture post cards to hardware. An attempt is made to carry a complete stock of all the settler, camper or summer cottager is likely to need. Fishing tackle is a good selling line. There is a good demand for ammunition. Sporting goods such as tennis goods, etc., are also in good demand during the summer months. A great many people of wealth who own splendid summer houses on the islands take great pride in having modern conveniences and in improving their summer homes and surroundings. The result is a good demand for many lines of hardware.

How the Boats Run

The floating stores or supply boats have a good many ports of call. There



Locks at Port Carling, near the Hanna store.



Views at Port Carling. On the right are two supply boats run by W. Hanna & Son

SERVING THE MUSKOKA LAKES

Boats During the Summer — Two Trips Weekly to Forty Stores — Each Boat Carries Three Clerks — Make Purchases Same as in Land Store and Hardware Carried.

are three routes, with 40 places to be called upon. Two trips are made per week to each place. On each boat there is a captain, engineer and 3 clerks. The length of the visit to each part depends largely upon the requirements of the customers. In some cases a half hour is sufficient, while in others it takes an hour or more to wait on the customers and supply their needs. The customers know the day and hour at which the supply boat will call. A boat that calls say at 1 o'clock on Wednesday will call again at the same time on Saturday of the same week. By having all customers well-informed as to the time of arrivals of the boats very little time is lost unnecessarily. Owing to the regularity of the boat's visits customers are generally awaiting its arrival. They then go aboard and are waited upon by the clerks in the same manner that they would be served if visiting at the firm's store. Orders for groceries, dry goods, hardware, meat, or confectionery, are taken in the usual way and customers carry their purchase away with them.

Mostly Cash Trade

Most of the customers pay cash for their orders, and this system of doing business is encouraged by the firm. There are, of course, a number of credit accounts, but these are allowed only to customers of approved credit standing.



Wharf at Port Carling.

Quite frequently special orders are taken on the boats for goods not ordinarly carried in stock. The order is turned in to the store at Port Carling. From there the order is sent on to the wholesaler or manufacturer. Delivery is then made by boat on the first trip following the arrival of the goods at the store.

Hanna & Son have always endeavored to give their customers the best possible service and this is no doubt responsible to some extent at least, for the splendid connection they have formed, and for the good measure of success which it is theirs to enjoy. They try as far as is practicable, to give a city store service to the summer cottager, or the settler who is located far from the large cities or towns. They try to give high grade service not only in the quality of the goods sold, but also in expediency of delivery.

The town of Port Carling has a population of about 390. It is about 20 miles from Gravenhurst and the same distance from Bracebirdge.

SUITING PATTERN COMPANIES

(Continued from page 21.)

so desired. . . Outside of above we get nearly everything a fair man could wish."

H. S. Bowden, Pembroke, Ont., thinks "the contract is all in favor of the pattern company. They should meet the retailer more as an honest business man than as at present." He suggests:

"Cost of transportation of patterns, etc., all fall on retailer. This item is a heavy one and pattern departments feel same."

J. H. Frise, Brighton, Ont., has a different opinion. He finds the keeping of patterns profitable. "Ready-to-wear being high in price, many of our customers are making their own." His own contract is "satisfactory," he replies, and adds that "a pattern department helps the sale of goods by the yard."



Letter from our Paris Correspondent



CONTINUING my talk of last month on materials, I confirm all that I said. For the warm season, we shall have very light materials, of course, Organdie, among the plain fabrics, will be extensively used. You know, undoubtedly, what Organdie is: nothing but a stiff muslin, made in various shades, the most frequently chosen being white, cream, lilac and "bleu horizon." Whole dresses are made of this material, trimmed with "point de chainette" embroidery. Organdie is also used for cuffs and collars, white on dark dresses, which looks neat, though it does not come up to fine linen.

For dresses, I prefer the cotton voile, of which I send you various samples. You will notice that all are printed. They are used in connection with plain material of the shade of the ground, and fancy will find there plenty of room to display itself.

The enclosed samples of cotton crepe, I send only to give you an idea of the great many shades this article is made in. A small sample will show you some drawn threads in cotton crepe, which may be used as ornaments in some instances.

We have also some cotton musline with many designs, shappe silk, printed as per enclosed samples, and sometimes checked, which we find everywhere.

Beautiful Silk Muslins and Voiles

As regards silk muslin and voile, I think I had better leave it to you to judge for yourselves, from the samples I send you, and say whether you ever came across prettier designs. As far as I am concerned, I should be extremely puzzled if I had to make a choice among them, for all are equally beautiful.

Spotted Foulard

Spotted foulard is extensively used, either in whole dresses, or together with gabardine. I have seen hats entirely made of spotted foulard.

You will see, from the few samples enclosed, that not only all shades, but also all sizes of spots are in favour, whether small and close together or very big and separated by a more or less large space of plain material.

Foulard, spotted or not, is used very often for lining, and is turned up, in that case, on the right side of the material, to make the cuffs and collar.

I see that linen is printed in cashmere shades, and join herewith two samples in different colors.

As Seen in Paris

For summer dress materials Fashion demands plain organdie, printed cotton voiles, sheer weaves of silk, spotted foulards and cashmere linen. Crepe de chine, shantung and Tussor also for misses and women.

Skirts narrower. Straight dress, barrel and Zouave skirts; jackets very loose; transparent ones for summer.

Panels a feature of dresses.

Evening cloaks have elaborate lining, simple outside. Scarfs important; they replace furs and collars and are part of afternoon gowns.

Necklaces and bead embroidery on bags match gowns.

Sugar bag a novelty.

Fancy stitching remains strong.

Piquant ribbon hats for children.

Blouses with flag collars.

Skirt Like Zouaves' Trousers

BESIDES the straight dress and barrel skirt, which have sustained no changes worth mentioning, except that they are decidedly narrower at the bottom, another skirt is coming out, which I cannot describe better than by comparing it to the Zouaves' trousers, which, as you know, are extremely wide, and turned inside at the ankles. Well, the new skirt is made exactly like Zouaves' trousers. Up to the present, it is mostly seen in teagowns, where it is sometimes a real "culotte," with two holes, just big enough for the feet to go through. It is another interpretation of the "Robe-culotte" I spoke about in a previous article.

Jackets Very Loose

The jackets, on the other hand, are very loose and made of every kind of materials; sometimes they are very thin, for instance in muslin trimmed with linen edgings of a different color, or grenadine, thus showing the blouse.

Jackets are sometimes marked at the waist by pleats at regular intervals. The narrower the skirt becomes, the wider and looser will the jacket be.

Evening cloaks are draped and closely envelop the evening dress. The materials are very simple, and the shape as well. On the other hand, beautiful linings in lovely showy shades, either plain or with flowers in the Indian style, will make up for the simplicity of the outside.

Shawls Replacing Collars

Instead of the furs which are generally put on those cloaks, we shall see some scarfs extremely varied, which will replace the collar. They are like big shawls held loose on one side, the other being drawn at the neck.

Those same scarfs are put also on afternoon dresses, as an ornament which is very dainty. They are then, generally made of Crèpe de Chine and may be fixed at the back of the collar, the points (when they are cut like a fichu Marie-Antoinette) are loose, and can be tied up in front. They are a very decorating fancy, and must be of a showy color. In some instances, they are a part of the bodice itself, and hang in panels of irregular length down the neck or waist.

(Continued on page 31.)

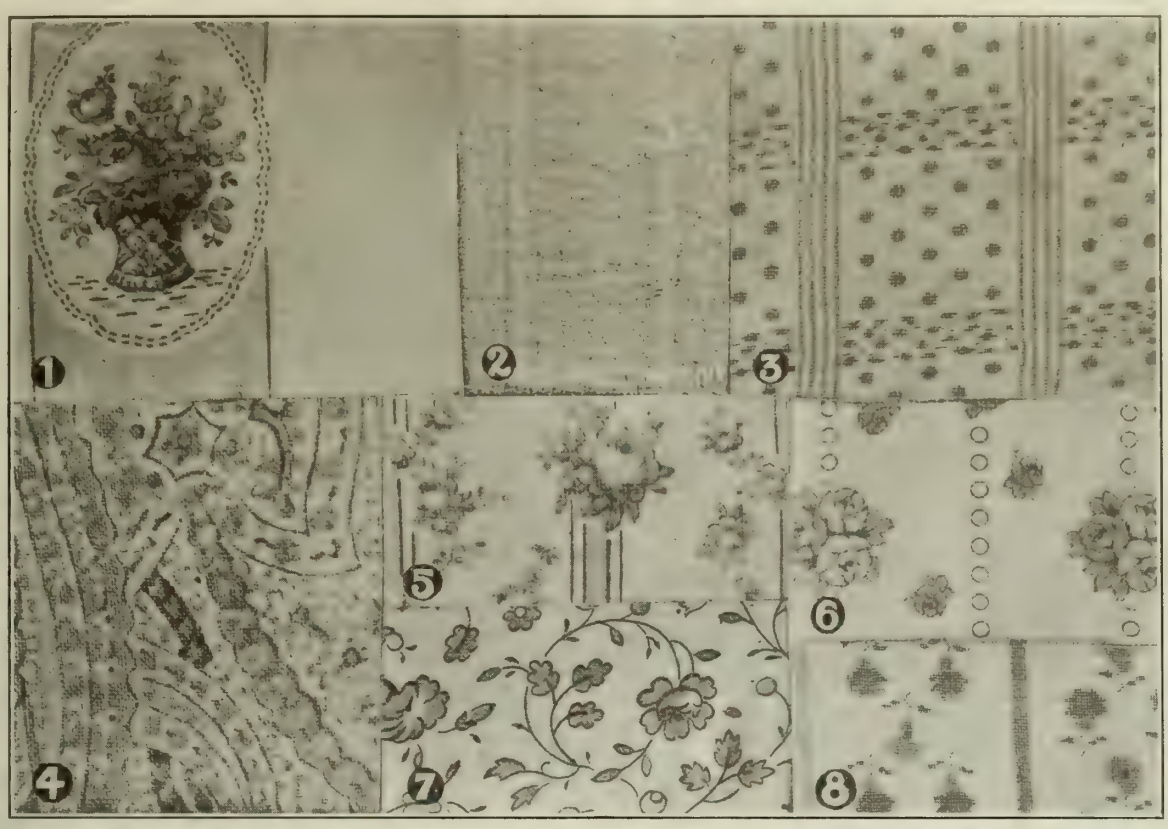
French Fall Fabrics

(As shown on next page.)

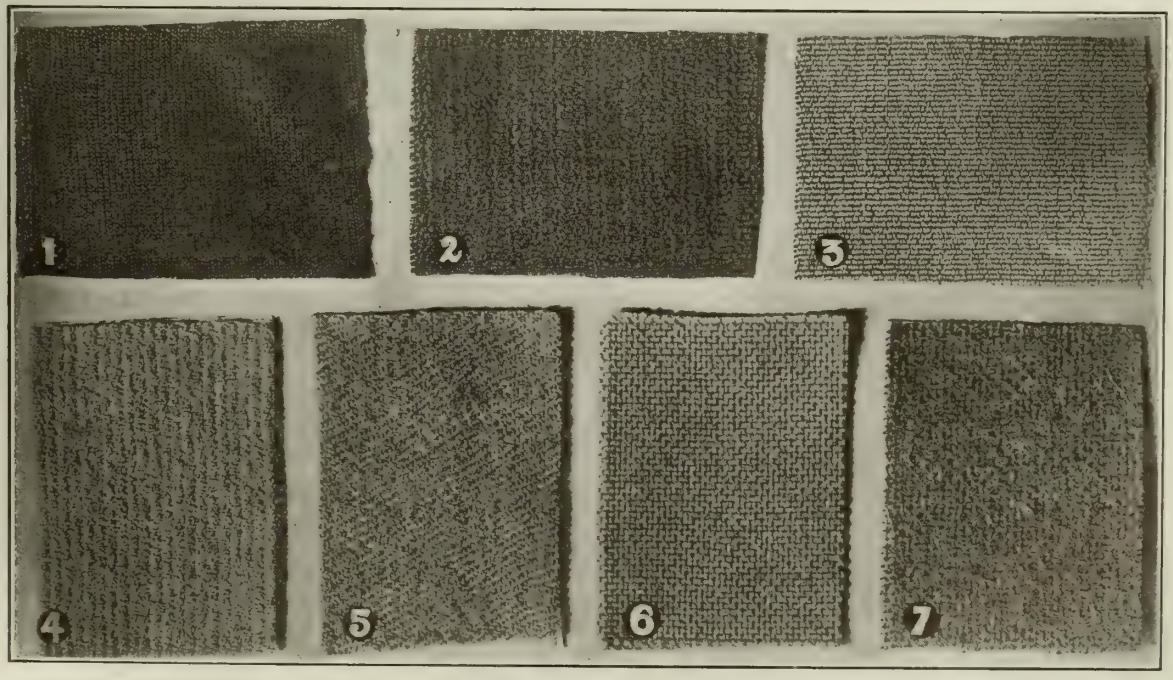
1. *Tricotine de soie in green mat is almost black.*
2. *Crepe jersey in castor or regimental blue.*
3. *Shantung, thick and soft; colors grege, slate and brown.*
4. *Cotticotti in grey, black or coffee shades.*
5. *Kasha, in grey, coffee or olive brown; has hair of Smyrna goat woven in the wool.*
6. *Nattine, very soft; beige and plum shades.*
7. *Buronnette, very soft though coarse; fawn shade only.*

DAINTY SUMMER FABRICS WORN BY "LES FEMMES PARISIENNES"

Sent over by our Paris Correspondent.



1—Cotton muslin; floral motif on stripe of pink, sky, maize or navy outlined in black; white grounds. 2—Cotton crepe with stripes and cross bars of drawn threads; colors flesh, tomato, chartreuse, helio, biscuit and reseda. 3—Cotton voile; indistinct cross stripes of black, 4 line stripes and dots of emerald, navy, delft blue, helio, red, rose or gold; white ground. 4—Cashmere linen, blues or reds predominating. 5—Cotton muslin; the rose design and white ground remain whether the fine black stripes are filled in with sky, maize, rose or navy. 6—Cotton muslin; very fine; outlining and circles are black; color combinations may be maize, helio and sky; maize helio and rose, or maize, rose and sky; green foliage. 7—Schappe silk; when you examine the delicate pattern you find in it two greens, sky, brown, red, maize and helio. As in all the others, the ground is white. 8—Cotton voile; it must have been designed for patriotic Westerners, for its outstanding colors are red and blue on a white ground. There are tiny touches of green and black to give it life.



FRENCH FABRICS THAT WILL BE STRONG FOR FALL

Sent over by Paris Correspondent of Dry Goods Review.

For detailed description see preceding page.

DRY GOODS REVIEW

MARKET REPORTS

THE MARKETS AT A GLANCE

There has been an uncertainty in the cotton goods market during the month and manufacturers have shown a disposition to advance prices. One concern withdrew all prices announced in April and intimations were made by wholesalers that higher prices could be looked for. Advances were recorded on such lines as tickings and standard shirtings. Ginghams are reported to be having a good run this year as they are meeting with approval through their recurring cycle of popularity. These goods are stated to be comparatively cheap when contrasted with some other lines on pre-war price basis. Raw cotton during the month showed advances and there is a feeling that still higher prices will prevail in this commodity.

Wool shipments to Canada have been nil during the month. Although a Canadian wool commission has been appointed, which quite generally has the confidence of the manufacturers and merchants, still they have been unable to allocate any wool for the simple reason that none has been coming to Canada. There is apparently no assurance as to when supplies of wool can be expected. There is every possibility that there will be a still lighter clip of wool in Australia and New Zealand this year than last, due to the decrease in the flocks.

The wool situation is having a baneful effect on the woolen yarn manufacturers in Canada. Canadian manufacturers have almost entirely withdrawn from the market as they cannot see any supplies of wool ahead.

Advances have been recorded in darning needles during the month. Lace and embroideries held in steady market. There is strong probability that heavier production of these latter products may be brought about through the starting of factories in France in order to give work to disabled soldiers and to war widows. Linens for future delivery will be much higher than prices now prevailing.

The backward spring has restricted the spring shoe trade somewhat and there has not been as much activity in these lines as wholesalers and retailers would like to see. Housefurnishings, such as rugs and linoleums, are in very firm market with generally higher prices anticipated when the manufacturers make announcement in the near future.

COTTON GOODS HAVE ONCE AGAIN BEEN INCREASED

One Large Manufacturing Concern Withdrew All Prices Recently Issued—Expect Cotton to Be Still Higher.

COTTON.—One of the large cotton manufacturing concerns withdrew all prices about the middle of May on lists issued April 17. From some sources it was intimated that an advance was highly probable as advance had been announced in some lines indicating that a general upward tendency of five per cent. increase might be expected. The condition is stated to be occasioned by the uncertainty in the raw cotton market and to the tendency toward higher prices in that commodity. Labor cost, additional freight cost and cost of bleaching materials are also assigned as partially responsible for the upward movement. Demand for such cotton goods as sheets, ducks and bags has been very good during the past month. Deliveries of goods have been comparatively light. In some lines there is still a big delay, orders being as much as twelve months in arrears in some cases. Goods that were ordered as much as a year ago are in some cases only reaching the wholesalers now. Wholesalers, however, have fairly heavy stocks. Orders for future delivery from retailers have been coming forward in good quantity, but the cold and rainy weather of the third wee kin May put a temporary check to trade, and made the volume of business in sorting orders comparatively light for the month past.

Ginghams Comparatively Cheap

One of the interesting facts now patent in the cotton goods market is the fact that Canadian ginghams show relatively much smaller advances in price over pre-war prices than any other kind of colored cotton goods. It is stated on good authority that Canadian prints have been advanced from 75 to 80 per cent. over pre-war prices as compared with an advance of approximately 50 per cent. on Canadian ginghams. This in part accounts for the fact that ginghams are now having a bigger run than they have had in any year for the past five years. The heavier run on ginghams this season is also accounted for in part by the trend of fashion. Just now they are a popular fabric as indicated by the number of sales that are being made this year as compared with last year. One large wholesale house stated they are selling five times as many ginghams this year as they did last season. Crepes and crimps have been very much in vogue up to the present season but with the coming of ginghams into popularity again there has been a corresponding falling off in the demand for these articles.

Mills Booked Up for Fall

Manufacturers of cotton goods are pretty well booked up for the fall trade. The orders have been moderately heavy, as there is an inclination to buy in small quantities awaiting developments in the cotton situation. Cotton goods manufacturers are also quite generally adopting the policy of buying raw cotton to cover only their immediate requirements or orders that have been placed. There is little hope, however, that prices of cotton will be any lower in the near future. Reports from the cotton areas of the Southern United States indicate a probable decrease in acreage of cotton of some 5 per cent. over last year. One report stated the condition was the worst in five years, some sections requiring to have 50 per cent. of their area replanted. None of the cotton mills in the United States is anxious to quote far ahead, some refusing to give prices for delivery during the last quarter of the year at any price at all. They consider the conditions in the cotton market are too uncertain. Owing to the heavy demand for duck for the United States army it is anticipated that another upward revision

would be in order in the near future in that line.

Raw Cotton Increases 1¾c

Owing to the bullish reports on the condition of the crop in the South there has been a movement toward higher in-stock price and the other the Fall-delivery price. These latter shoes are quite generally 10 per cent. higher than the instock lines. This is accounted for prices for raw cotton. On April spot middlings uplands sold for 20.05c per pound in New York, while on May 25 it sold at 21.95c per pound, a clear increase of 1.9c per pound. According to an authority on the cotton question in New York indications point to a generally firm tone to the cotton market. Quoted in the New York Journal of Commerce Bulletin, George A. Hurty of Henry Clews & Co. says: "The spinning industry abroad shows decided improvement. India and China are sending inquiries and it is believed that purchases of goods are about to be made to replenish the depleted shelves of those countries. As European stocks of raw cotton are exceedingly small, being only 1,035,000 bales as compared with the low stocks of 1,402,000 bales a year ago and 2,995,000 bales on the corresponding date of 1915, it seems reasonable to suppose, now that the submarine menace is on the wane, that exports will increase, so that, from a world's supply and demand standpoint the price outlook would appear to be bullish. As repeatedly pointed out in these advices, however, the international situation overshadows all basic trade factors and any adverse development would unquestionably result in a decided setback. It would appear wise, therefore, in view of the pronounced advance which has taken place, to await reactions before making commitments for the constructive account." Prices on tickings advanced 2½c per yard during the month and standard shirtings 2c per yard on standard. Following are quotations on some of the standard lines:

	Per dozen.	
Split cowhide working gloves	$ 9 00	$13 50
Buckskin gauntlets	15 00	27 00
Buckskin moccasins	13 50	19 50
Horsehide teamsters' mitts	12 00	33 00
Grey suede gloves	21 00	27 00
Ivory capes	22 50	27 00
Tan capes	22 50	27 00
Automobile gauntlets	37 00	48 00

NO WOOL COMING

Production in Australia and New Zealand Expected to Be Much Less Than in 1916 Owing to Decrease in Flocks.

WOOL. — Canadian manufacturers have as yet been unable to get any wool supplies forward from Great Britain of Australian or New Zealand product. Furthermore, there is no light ahead as to when supplies will be forthcoming, although a wool commission has been appointed for Canada and will be able to look after the allocation of any supplies that come forward. Conditions for wool supply for the coming year do not look very encouraging. According to Percy White, representative of R. Hal Sheppard, wool, skin and fur brokers of Melbourne, Australia, the crop of wool is likely to be much less this year than last year. He bases his opinion on the fact that flocks have been greatly decreased in size. Mr. White gave figures to DRY GOODS REVIEW showing that the sheep flocks of Australia during the year 1913 numbered 85,096,859 sheep. In the year 1914 they had decreased to 82,011,606 sheep, while last year they had been reduced to 69,781,303 sheep.

"There will be a reduction moreover in the flocks this year as compared with last year," stated Mr. White. "Owing to the shortage of help in Australia and through the drouth the flocks have been considerably reduced this year. The prospect for the future is that the British Government will commandeer the clip for 1917, which will come off the sheep during the latter part of August, and that at higher prices than paid this year. There is less shipping and fewer number of bottoms. In my opinion there will not be anywhere near the same amount of wool available this year as that secured last. And last year there was a decrease of 342,358 bales over the production of 1915. The actual production of wool in Australia during 1915 was 1,775,000 bales and in 1916 it was 1,484,000 bales, showing a decrease of 291,000 bales. In New Zealand the crop of wool for 1915 amounted to 510,656 bales and in 1916 it was 562,-014 bales, showing a decrease of 51,358 bales. The total Australian production of wool for 1914-15 was 2,337,414 bales as compared with 1,949,656 bales in 1915-16. This is a decrease of 532,807 bales as compared with the production in 1913."

In the opinion of Mr. White there will be a bigger demand for wool after the war than there is at the present time. "The United States has been practically shut out of the Australian market for some time owing to the commandeering of the wool supply. Russia has not been getting as large quantities of wool as she does in normal times. Belgium has not been taking any wool whatever. Japan is coming into the market as an active purchaser of wool as evidenced by the fact that she used approximately 40 per cent. more wool in 1915-16 than she did in 1914-15. Last year Japan consumed approximately 35,-000,000 pounds of wool. She is going into the woolen business strong and has contracted for all the available exportable surplus from Australia of tops.

Wool Commission Appointed

As intimated in DRY GOODS REVIEW last month there was a strong probability that a Canadian wool commission would be appointed. That commission is now an accomplished fact and is composed of George Pattinson of George Pattinson & Son, Preston; I. Bonner of Penman's Limited, Paris; C. W. Bates, of Bates & Innes, Carelton Place, Ont.; George Forbes, of R. Forbes & Co., Hespler, Ont.; F. B. Hayes, honorary secretary, of the Toronto Carpet Company and Barrymore Cloth Company. It will be part of their duties to make allocations of any supplies of wool that come to Canada. As yet, however, there has been no wool coming and particulars are being awaited of what may be expected. A serious condition is developing in the Canadian woolen industries as a result of the non-arrival of wool supplies. The export of tops and yarn from Great Britain has been prohibited and nothing can be had for the civil population.

SCARCITY OF WOOL

Canadian Yarn Manufacturers Are Now Practically All Off Market— No Further Supplies of Wool or Tops

YARN.—The serious situation with yarn manufacturers that has been noted in these columns within recent months has now reached the stage where practically all Canadian woolen yarn manufacturers are no longer in the market. All prices have been withdrawn pending the time when they will be able to get additional supplies of tops and wool. When that will come about is a very uncertain date. Exports of all tops and yarn have been prohibited from the British Isles and there is no supply of wool coming forward to Canada whatever at the present time. Stocks of wool and tops in manufacturers' hands are very low and it would seem that the only alternative for them is to close their mills. There has been a constant succession of advances during the past month. With the failure to secure any further stocks of yarn manufacturers of hosiery and sweaters will soon be in an equally bad position with the manufacturers of yarns. It is understood that the stocks of woolen yarns in the hands of these manufacturers is also light and that they will not have sufficient to keep them going for very long. With these conditions facing the manufacturers of woolen yarn and knitted goods the outlook for the future is not a promising one.

COOL WEATHER HAS RESTRICTED SHOE SORTING

Merchants Anticipate With a Stretch of Good Weather There Would Be Big Activity.

SHOES. — Backward conditions in Summer weather have restricted trading in shoes to a certain extent. This has particularly affected the sorting business, for as long as present stocks in retailers' hands are fairly complete there will not be much ordering. There is no misgiving as to the way the situation will work out, as it is stated all that is needed is a short stretch of good weather that would start the people buying their Summer shoes. Prices in all lines of shoes held firm, advances having been recorded in some lines where higher priced materials had entered into the manufacture. In some quarters there are two prices prevailing, one an

by the fact that manufacturers have had to pay higher prices for their leather and other materials. Booking for Fall trade is reported heavier than last year. Stocks in retailers hands are stated to be fairly heavy but wholesalers attribute it to the fact that business is on the increase, being helped along by the good industrial conditions.

In staple lines of shoes there is no scarcity as yet, but in the lines with more style and get-up there is a tendency for the market to be somewhat shy of stocks. This is due to the fact that the large New York makers had not at the time of writing shown their new Fall styles. Other manufacturers are just waiting to see which way they jump, as these leaders in New York largely dominate the situation in this respect. These New York concerns have been later this year than usual in putting out their new Fall lines. But it is an uncertain time as to what sort of styles will be best suited to the troublous times. Trade in rubbers is light following the closing of the forward booking dates at the reduced prices. Orders for rubbers were very heavy on the forward booking, the best season yet in fact.

ENGLISH RUGS AGAIN SHOW HIGHER PRICES

Canadian Manufacturers Have Not Yet Announced Their New Fall Prices But Are Expected Shortly.

RUGS. LINOLEUMS.—The advance announced by English makers of carpets and rugs during the latter part of April, amounting to 15 per cent., has been made effective by local wholesalers on English lines carried by them. Stocks of English goods are low and higher prices announced by the manufacturers affect the price to the retailer almost immediately. There is very little English-made goods coming forward these days. During the month a shipment of jute rugs and stair carpet reached one of the local wholesale houses. This had been on order from Dundee since February last. Manufacturers there state they cannot give any assurance of delivery on future orders of jute goods owing to the combing of the mills by the military authorities for men for the army. Canadian manufacturers have not yet announced their prices on carpets and rugs for Fall delivery but it is expected these will be put out in the near future. Owing to the wool situation, due to the non-arrival of any wool into Canada for several months past, it is highly probable the Canadian manufacturers will find themselves confronted with a difficult situation.

Linoleums and oilcloth have held steady in price during the week. One line of rug manufactured in the United States has advanced 15 per cent. during the month; one size that formerly sold for $8.25 being quoted at $8.90. Linoleum is hard to get and suggestions have been thrown out in certain quarters that higher prices are quite probable. A new ruling has been made effective on rugs and carpets and linoleums from Great Britain to the effect that all goods that are not shipped by April 30 are automatically called at the old booking prices and that higher prices must then prevail.

DARNING NEEDLES HAVE ADVANCED 50c PER GROSS

Arrivals of Pins and Needles Have Been Practically Nil During Month—Stocks Getting Low.

PINS, NEEDLES.—Stocks of darning needless are getting within narrow compass and owing to the failure of additional stocks to arrive prices have advanced 50c per gross during the month, making the selling price now $4.50. The situation with respect to getting additional stocks is becoming more acute with each passing week or month. Dealers are unable to get additional orders placed for pins and the market is in a quiescent state. Stocks of pins throughout the country are believed to be low. It is anticipated that with the progress of time it will still be more difficult to obtain stocks. Brass pins have been a prohibited article in the Canadian market for some time owing to the necessity for conserving the supplies of brass for more essential work. The problem of where all the pins go is becoming an increasingly interesting one. Very few of the pins are actually destroyed and consequently they must slip into a state as if they were not through being lost. There is a field here for the conservation of supplies through being more careful that they do not get lost in such large quantities. Prices of other lines remained unchanged during the month and are given hereunder:

Sewing needles, per thousand	$1 50
Darning needles, per gross packets, 10 needles in packet	4 50
Knitting needles, No. 13 gauge, per gross sets, four needles to set	5 40

LACE INDUSTRY GIVING WORK TO WAR WIDOWS

Factories in France Resuming Operations to Provide Work for Returned and Disabled Soldiers

LACES, EMBROIDERIES.—According to the opinion of one closely identified with the lace industry there is every prospect that there will be a heavy demand for laces of all kinds. This opinion is based on the fact that the French manufacturers are getting their plants to work in anticipation of an after-war trade. They are furthermore advised by the government that this would be desirable in view of the fact that so many soldiers are returning from the front partially disabled and for these employment must be found. Factories have been resuming operations in the face of confidence of victory assured to the Allied cause. These factories have for long been out of the manufacturing end of the business, ever since in fact, the call to arms in 1914. With Great Britain there has been a gradual thinning out of those engaged in the lacemaking industry. Now they are taking all available men from that industry where they had previously been exempted. Only the old men and girls are left to carry on the operations. In consequence production of lace in England is getting down within narrow limits. France, however, has passed through her fiery furnace and about the only thing left to do is to start the wheels of industry.

Demand for laces of all kinds has been fairly good but it is anticipated that it will develop as production increases. The opinion is expressed in some well-informed circles that the price of lace is somewhere near the top limit. With the greater number of hand-workers employed in making laces it is thought the styles will change somewhat. Locally prices remained stationary during the month.

FUTURE LINENS WILL HAVE TO BE MUCH HIGHER

Manufacturers Advise That When Orders Now Booked Are Filled They Will Have to Advance Prices Fully 40 Per Cent.

LINENS.—Manufacturers of linens in Belfast have advised their representatives in this country that when present orders now placed have been filled they will have to advance their prices at least 40 per cent. This they state will be in conformity with present costs of raw materials. From this it will be seen that the future holds out nothing but higher prices in the linen trade. There is a larger percentage of cotton goods coming now than ever before on orders that are being filled. There is still a good demand for the all-linen goods but the supplies are very meagre. One importer recently asked that a certain order sent to his principals within the last few weeks should be doubled. He was advised they would do so if possible but at the prices that it would be necessary for them to pay in conformity with the raw material situation.

The demand for linens for Fall delivery has been very satisfactory to dealers, according to reports made by their travellers, who have just finished their journey from coast to coast. The demand for sorting orders has been quite up to the average also, stated one linen dealer. Furthermore, retailers in some instances are asking that their goods be shipped for delivery as soon as possible. This indicates that there is a good consumption of linen materials. During the month there have been advances on certain lines of linens, but the advance has not been general all along the line. There is practically a standstill so far as freight shipments to the West are concerned. Embargoes have been announced against Winnipeg and Vancouver, presumably due to congestion at those points.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, JUNE, 1917 No. 6

CO-OPERATE TO SAVE WASTE IN DELIVERY AND APPROVALS

DID you ever see the case of the merchant and thoughtless, wasteful, women customers put more clearly, fairly and impressively by an outsider than the selection from a New York paper as reproduced on page 17 of this issue?

It is a remarkably sane balancing up of what really counts and what doesn't, on the part of a nation at war; a nation that would practice a "Wise Economy" in its every-day life.

First of all there is an appeal that all of us made in those days of 1914 and 1915 when a semi-panic drove the public to hoard instead of to spend with care. That is not "Wise Economy." That stops circulation of money and injures everybody.

But, this paper urges, here is a field for practising true economy: "economy in the time of merchants, clerks, automobiles, horses and drivers." How? "Do not have a small spool of thread sent to your home in an automobile. Carry it home, and carry home also as many small bundles as you reasonably can."

Just here a likely objection of the customer is noted: "Of course you have *the right* to send things home. The merchants not only do everything that can be expected—they overdo it. But we have "the right" to do many foolish and thoughtless things. And one "right" which should be given up now is the right to make unnecessary trouble for others. *Carry home your small bundles.*"

What else?

The paper strikes at the *approval* system, and along a line that proves it is a disadvantage to the customer, rather than to the merchant, and after all, this is the only sure line of argument in a world where selfishness plays so leading a part.

In buying goods at a store the customer pays *the whole cost of running the store.* This includes the cost of selling, delivering, bringing back goods sent on *approval,* as well as the bookkeeping incidental thereto. The bill is piling up, not against the merchant, but against the customer.

This money *would pay for many pairs of socks* that they are knitting—not only as a work of love, but with the idea of saving.

DRY GOODS REVIEW believes that this article, reproduced as a cut on page 17, may be adapted in hundreds of towns and cities in Canada at the present time, in its exact wording, or with some variations. It is admirably worded for an effect upon the public. We believe that at the present time the public are keenly alive to any logical argument against waste,—the high cost of foodstuffs has taught them that, if nothing else.

Moreover, we believe that they are looking out now for opportunities to do something themselves in any movement that makes for the national welfare.

What, then, can the merchant do to secure this co-operation along lines that are piling up a needless expense in retail merchandising?

First, arrange for united action. Get the local merchants to meet and agree on a campaign along these two and other lines.

Secure the help of the local papers and talk this up in your ads. If possible, let the local merchants *figure out the exact cost of delivering parcels in the town for a year,* and the result will astonish the public and compel their attention. Promise that in so far as this "waste" can be cut down the advantage will rest with lower prices, or it may be, a contribution to some special local or national object.

It has been suggested by a Canadian paper, on the advice of the manager of a department store, that a special reduction should be made, by means of coupons, on articles that are taken home by customers, in place of asking that they be sent. This opens up the inauguration of a system that has been condemned by a great majority of merchants, and would require to be safeguarded from the former evils.

DRY GOODS REVIEW

DRESS FABRICS AND SILKS

GINGHAMS

The Innovation of the Moment in Cottons—Voile the Big Summer Fabric.

NO NEW name has made an entry into fashion's vocabularly for the old reliable ginghams, even though they are with us again. And they are with us as strongly as any novelty of the season—fulfilling the announcement in last February's DRY GOODS REVIEW. Ginghams retailing at 20 cents a yard are being made up into Summer frocks, suits and neckwear as carefully and smartly as the $4.00 silks, and also as simply as one might expect of ginghams. While the well-known plaids and checks of past seasons are well revived a number of new colorings and variations are decidedly chic in the finished garments. One good combination is of plain pongee colored gingham for trimming with a 4-inch plaid the same shade on a white ground. Batiste, organdie and voile in plain white are also attractively combined with any of the colored ginghams for suits, blouses and frocks. Indeed, New York is combining silk and wool jerseys, taffeta, khaki-kool and almost anything with gingham.

Voiles in Great Variety

Voiles continue to appear in smart new designs of both large and small all-over floral and Oriental effects and in a big range of stripes, fancy spots and sheets. Simpson's have two or three pieces in full Scotch plaid colorings and one of green cross-bars on a navy ground.

A range of fine voiles in pastel shades at Eaton's has white drop-stitch stripes one inch apart. Plain white voiles in clusters of drop-stitch stripes and in drop-stitch crossbars are new also. These patterns are quite smart for Summer, in fabrics as well as in hosiery.

The new colors shown in cotton voiles in New York include chestnut brown, Chinese blue, mint green, cherry, orchid, tussah tan, gold wistaria, purple beige and flesh.

The cotton crops of India have shown an increase of 19 per cent. during the past year over the year previous. The Indian cotton plant has a shorter staple and is therefore of less value than the American variety. Efforts are being made to increase the cultivation of the American plant in India.

NOVELTIES IN PILE FABRICS

"KERAINE" is the name given to a new crushed pile plush for next Fall. It is dyed in tipped effect in various natural fur shades and other colors with the effect of Persian lamb. For coats, wraps, lap robes, etc, "muskatix" and "nome" are two other novelty pile fabrics.

"Nymphsheen" is a fabric with short black warp pile and the warp is arranged so that the two ends of different colors alternate, producing a glossy changeable effect with the aid of the duster pile.

"Waterfall" shows further developments this year. The foundation is woven in wide stripes, checks, or plaids, in two or more colors, while the pile is all a lustrious white. The colors are usually light pastel shades.

"Pannelan" is a new solid color panne velve for Fall millinery purposes. Black and red are prominent colors for this.

Corduroys are effectively patterned for sport coats. Spot and fancy designs suggesting butterflies, are among the most interesting.

SILKS FOR FALL

Fall Colors Promise to be Cheerful—Chinese Influence Stronger Than Sports—Japanese Silks for Tailored Blouses—Poplin Strong Linings Bright

THERE SEEMS to be some difference of opinion among silk men as to whether or not the large patterns of brilliant hues on bright grounds are going to be good for Fall and Winter trade. Some are very decided about the early dismissal next Fall of this type of silk, while others already have ranges of beautiful qualities in bright tones to offer. So long as this difference of opinion holds, a selection of subdued, as well as bright effects, will be offered, with probably some improvements in both ranges, each in hopes of attracting attention. It is very unlikely that the "cubist" effects of the Summer, or any of the hard, geometrical designs will hold for the Winter. One season of such bold, ungraceful patterns will no doubt be as much as the public will relish. One firm has a number of highly colored silks for Fall and while the designs are fairly large and conventional, they are of a floral order, much more interesting than an inharmonious combination of circle, square, and triangle, for instance. Even mathematicians do not fancy their idols being displayed publicly in the jungles of color and line which many of the popular Summer fabrics flaunt.

Patterns are many-colored and seem to be yielding perhaps more to Chinese influence than to sports. French colors remain rich and subdued, though varied and with a little favor shown to biege and maroon.

Delicate All-over Patterns

Lately a number of beautiful qualities of silks have come out in all-over patterns, showing delicate trailing vines and buds in subdued conventional coloring on cheerful backgrounds, and also some small Egyptian patterns which are all decided improvements on most of the other Summer fabrics.

Fancy silks in plaids and stripes of rich, harmonizing colorings will be used for early Fall suits and later for afternoon gowns. Bright plaids and some shots find ready sale in Quebec. Some brocades and broches are mentioned among important incoming Fall silks. Corded silks, faille, gros de Londre, and satins, will be very good for general Fall wear. They will appear in suits, coats, cloaks, and a good many dresses.

Striped Japanese Silks for Fall

Japanese silks in plain and fancy stripes and satin strips in several tones are to be a feature for Fall. The satin stripes are especially good on Habutae for the weave is firm enough to support the close satin satisfactorily. In some cases last season, of satin-striped crepe de chines, the crepe was found to pull away from the satin stripes, giving poor wear. A number of wholesalers are looking for a big sale of the Japanese silks for tailored blouses for Fall since indications point to tailored suits and high collars.

U. S. Fall Silks

A novelty called "Zantine" seems to be the name of a new range of silk designs, printed in as many asten colors on silks and satins. Needless to say, it hails from New York.

Double-faced fabrics are a possibility for Fall, but these must depend for their popularity upon the care with which they are cut up in first models. Tailors and modistes do not, as a rule, like these fabrics because of the extra work necessitated.

Silk jerseys give promise of holding their own for the chemise dresses again next Fall, and for two-piece costumes of straight dress and slip-over coat.

Crepe de chine, and pussy willow will be exceptionally good for gowns again, both in the United States and Canada, and it looks as if foulards will have a little more prominence than they had last season.

The ranges of silk poplins are increasing constantly. More variety of color and design is found in this weave than in any other unless taffeta be excepted. Poplins will be used considerably for linings next Fall, as well as for numerous otber purposes. Practically all linings are brilliantly colored and in dashing designs.

WOOLENS FOR FALL

Cool Weather Stays Activity — Serge Most Plentiful Fabric for Fall— Other Fine Goods Scarce— Demand for Everything— New York in Khaki

THE VERY cold weather up to the time of writing has placed a restraining hand upon the rush of business in almost every department of the dry goods trade. One makes an exception of Summer furs, of course, whose sale has been stimulated somewhat, but elsewhere, although hot weather goods are shown in plenty, consumers are taking their time about purchasing. As a result, dealers are pretty well stocked up and business may be termed slack for wholesalers. They report, too, that almost no goods are coming in at present.

In woolen fabrics, the chief difference between last year's goods and those offered for next Fall, are that very fine weaves are fewer and much higher priced now and goods of more popular price show nothing in the way of novelty, but there are more mixtures of wool and cotton — often with only an occasional thread of wool—than ever before. The ranges of serges is big and on these much of the Fall business will depend. Indeed, if serges were eliminated from the wholesale shelves very little would remain. Serges are to be had in a good range of shades, including a variety of navies, and wine, amethyst, tan, sand, gold, brown, Burgundy, greys, and black. In the fine qualities are found practically all the novelties in design which the season has to offer so far. These show varieties of fancy stripes and plaids as described in the last issue of DRY GOODS REVIEW. Wide wale serges are to be very good this Fall again. A particularly good range of these is to be had in Canadian serges and will retail at about $3 per yard. One wholesaler has a supply of excellent Canadian-dyed serge which came in the grey from England. This he considers one of his best numbers for next Fall.

Supplies of Fine Goods Short

A few subdued checks and plaids in velours are offered. Grey, sand, Burgundy, and navy, gabardines, Poiret twills, tricotines, broadcloths, and pile fabrics of wool constitute the principal fine goods offered, but all of these, together are in small lots compared with serges. Broadcloths are particularly scarce.

A fair supply of mohairs in plain and fancy weaves are to be had and are selling well. Tartan plaids, like the brook, "goes on forever," and cashmeres, such as can be had, are bought. "We have gotten to the place," said a wholesaler, "where we buy up and sell everything. Cheap goods which one can see plainly are not reliable, are taken readily, though the call is still for fine, good, all-wool materials. It is so difficult to get goods of any kind that people all take whatever they can get."

It is expected in New York that any thing in the way of novelty for Fall and Winter will be in some tone of khaki and that this and browns will be the strong colors throughout Fall fabrics.

SUGAR BAGS IN PARIS

BY OUR PARIS CORRESPONDENT.

While talking about bags, I just wish to mention another kind of bag, which we owe to the present circumstances. Since we have had the sugar card, it is customary, when going to tea to a friend's, to bring one's own sugar (which is mostly done for fun, though) and to carry it in some lovely little pouches just big enough to put three or four lumps in them. They are extremely dainty, being made of fine material, beautifully embroidered with beads.

FROM OUR PARIS CORRESPONDENT

(Continued from page 24.)

Similar scarfs can also be seen on coats, especially for travelling purposes, where they look like warm comforters.

As a matter of fact, all collars have a loose and large appearance, which, as I previously wrote, reminds us of the Directoire.

Furs Replaced by Ostrich or Marabou

FURS, however, are very much in favor in America, those we hear mostly used being Red Fox, natural, White Fox natural or dyed in very new and fancy shades such as battleship grey, night blue, or Champagne, ermine, mole, dyed squirrels, dyed Kolinsky, chinchilla, etc. Mink and Martens are also very fashionable.

Furs are replaced here by Ostrich feathers or Marabou, worked in neck bands, or more often in little capes similar to what was worn last Winter in Fitch or Mink.

These feather capes are very warm, and only suitable for evening wear. In the afternoon, in order not to show too much the neck which is quite bare, since bodices are cut so low, a net "ruche" five or six inches deep, flounced, and crossed in the middle by a hand of velvet or other material, sometimes also a wreath of ribbon flowers, looks very dainty.

Fancy necklaces are getting more and more fashionable for the same reason as above. According to the dress which they match, they will be made of jet, coral, or amethyst, in fact any stone that is of the same shade as the dress. Some necklaces are made of passementry, and sometimes a cashmere ribbon can be seen.

We have brooches of the same stones as the necklaces, and the hand bag will be embroidered with beads of the same color

Embroidery on Everything

ALL I wrote last month about embroidery can be said again this month. More and more we see embroidery on everything.

In dresses, there are panels of every conceivable disposition; in large bands all along the skirt, or across it, or across the arms, like armlets. The sleeve begins only at the bottom of the armlet, thus making the armhole very low. I have seen green "point de chainetee" motifs on grey Gabardine, which looked very effective.

The "darning stitching" embroidery, and "au passè," is extensively used on tailored costumes and children's frocks.

For young ladies, tussor and shantung are made up into dresses which generally adopt the straight line or are slightly barrel like, with pleated skirts that become so well the graceful movements natural to those still in their "teens." Just a loose girdle of black velvet ribbon, and a sailor hat with the same ribbon round the crown, and you will have a lovely silhouette to look at.

To finish, I will just mention two blouses born of the recent war events; both are in tussor and have sailor collars made of fine printed silk; one represents the Spangled Banner, the other the Union Jack flag.

These blouses look very nice indeed, as the colors of both flags are fine, and match the shade of tussor, also because the stripes and stars are quite ornamental.

I thought it was rather a good idea to unite our friends' "colors" to the delicate taste of our French dress makers, thus showing that one can busy one's mind with patriotism, at the same time as with "chiffons."

Shanting and Tussor for Children

SHANTING and Tussor are used, especially for children and young girls. For children, the skirt is generally of plain material as well as the sleeves. A kind of flat bodice, cuffs and a band at the bottom of the skirt are in printed shantung or tussor.

The same disposition is seen in Crepe de Chine combined with silk Crepon, scallopped according to taste. The hat is of the same material. Children have some very amusing hats just now: they are made entirely of ribbons, the ends of which are tied on the top of the head in a nice big bunch of knots. All hats match the costumes, as far as shade is concerned.

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DRY GOODS REVIEW

MEN'S WEAR SECTION

FELTS AND STRAWS

No Relief in Sight in Felt Prices, Although Starting of New Factories in Canada Eased Prices

AN ACUTE situation has developed in connection with rabbit fur on this continent owing mainly to the large orders placed by the United States Government. The head dress of the U.S. troops is a soft, felt hat cowboy style, and an order covering the army would take 300,000 lbs. of rabbit fur from existing supplies. Since last issue an increase of $3 a dozen has been announced in one of the makes of English hats that come into this market. On the other hand no advances have taken place in Canadian makes and prices in some cases seem a little easier. The reason for this is that two new hat concerns have started in Canada and they are able to bring in the raw material at the 7½ per cent. war tax as compared with the 42½ per cent. duty on the made-up shapes.

Advance in Straws Certain

But the season has come at last for straws—the few short Canadian weeks in which this line can be handled. There will be a little sorting, of course, but by the end of June probably that will be all over. The wise dealer does not want to run the chance of carrying straws over. Neither does he want a too large stock to clean up by special sales in August.

As to the future the situation is similar to that in felts. Only higher prices are in sight. Braids cost more to land from such producing countries as Japan and China, largely because of higher freights, insurance, etc., but also because of the high price of "silver." Then bleaching chemicals, leathers, bands, glues, shellacs, box board, labor and practically all the other factors of production are away up, and are rising steadily. It begins to seem sure that the finished straw hat of 1918 will run from 25 to 35 per cent. higher from the manufacturer.

But hats off to the straw. It is going up, it is true, yet to do it justice it has maintained its price better almost than any other line of wearing apparel. It is hardly to be expected that the buying public will remember this, yet almost certainly the first really hot day will send them out after straws in 1918, despite the high prices which will then obtain, as it sent them out this year, thinking little of the higher prices asked in comparison with before-the-war years.

OVERALLS

Prices Hold Steady After Heavy Buying —Grey Cloth Coming in Again From States

ADVANCES in overall materials of from ½c to 1c per yard were announced by the cloth manufacturers during the month as the result of the heavier demand for khaki cloth in the United States. The raw cotton market held very steady and firm during the month and this coupled with the demand for cloth for army purposes has made a firm position for cloth. Prices of overalls in the local market hold steady at $19.50 per dozen for one concern. $17.50 to $19 for another concern and at $16.50 per dozen for a grey line of overalls. For a time there was an embargo on this latter cloth coming in from the United States owing to the need for cloth for the United States forces, but this has now been lifted. Manufacturers are fairly well protected in their supplies of this cloth for the next few months.

GLOVES

Cotton and Silk Goods More Popular For Men—Advances in Leather Lines For Fall

A development in the glove industry in Canada within recent months has been the establishment at London, Ont., of a branch of an American manufacturing concern where cotton and silk gloves for men are being manufactured. The company first started the manufacture of women's lines but have recently been developing the manufacture of men's lines. The factory has been in operation in Canada now for six months. These gloves are known under various names as chamoisette, chamois suede, fabricant. On the women's lines of these gloves the factory is sold up for the present year. The gloves for men are now being manutured at an attractive price, going to the retail trade around $9 per dozen which would make the retail price somewhere in the neighborhood of $1.-$1.25 per pair. Silk gloves for men manufactured by the same concern will go to the retail trade at a price that would enable them to retail at $1.50 per pair. These lines in silk and wool are stated to be suitable for Spring and Fall wear.

The market for leather gloves is still in a very firm position. One concern with a well-known make of glove stated they were seriously considering withdrawing their line entirely owing to the difficulty of obtaining leather supplies. The lowest price on their tan capes for Fall where any quotations have been made will be $18 per dozen. Quotations on the general line of gloves remained unchanged during the month, with a good demand reported even in spite of the high prices. One line of horsehide teamsters' mitts recorded an advance of $6 per dozen on the best grades, making the selling prices of this particular line now $33 per dozen.

HOW HAT COSTS HAVE ADVANCED

AS A means of showing exactly how the prices of hats have been advancing it might be well to quote some figures as given by Robert J. Patterson, one of the best authorities in the United States. He is dealing with a cheap hat, and indicates the increased cost of production over a year ago in this way:

	Form. cost per doz.	Pres. cost per doz.	Adv. in cost per doz.	Adv. per hat
2 lbs. fur for dozen hats	$2.00	$6.50	$4.50	.37 1-2
Sweat leathers	.75	1.75	1.00	.08 1-3
Hat bands	1.20	1.60	.40	.03 1-3
Dyestuffs materials	.12	.60	.48	.04
Labor	7.50	9.36	1.86	.15 1-2
	$11.57	$19.81	$8.24	.68 2-3

Here no account is taken of advances for the less important requirements. Moreover, the figures are for a cheap hat, and would be more startling for the higher grades. Again for Canada there is the addition of the 7½% war tax to all these figures—not over the prices of a year ago, but over the figures if taken back to before the war.

CLOTHING

Good Fall Trade Reported—Special Suitings Drop—Canadian Cloths Improving — Prices Mounting.

MANUFACTURERS of clothing are much pleased with the way they are now getting deliveries of cloth from Canadian mills. The Canadian cloth manufacturers are developing their industry to such an extent that they are able to push through larger quantities and keep more nearly abreast with orders. Already some of the goods for Fall use have been delivered to the clothing manufacturers. Canadian cloth manufacturers have not been able to take all the business that has been offered to them as their goods have been very popular and they have had no trouble in selling. Cloth manufacturers have used discretion in taking orders for cloth and have cut down orders in some instances that seemed beyond their capacity to fill. Clothing manufacturers show no reserve in their praise of the Canadian-made goods, asserting that there is intrinsically better value in home-produced cloth than there is in imported lines. This is true because the Canadian manufacturers have been able to change their styles and introduce some new lines while the imported cloths have remained unchanged in style.

Fall orders have been gratifying, although in special suitings a decrease is reported for the year so far owing partly to the decrease in orders for officers' uniforms.

NECKWEAR

Difficulty in Getting Swiss Silks—New Lines from States—Jap Silks in Land Patterns—Wiser Practices on Prices.

THE ANNOUNCEMENT by the United States that all imports would carry a duty of 10 per cent. henceforth to defray in part the expenses of the war will eventually have an effect on certain classes of neckwear silk coming into the Canadian market. Silk dealers compute that an increase of 10 per cent. in the raw silk market would represent an advance of 5 per cent. on the finished product. There are considerable quantities of American neckwear silk coming into this market, with the probability that they will increase if the situation in Switzerland does not improve. Deliveries from Switzerland have been very low. Furthermore, there is uncertainty yet as to whether Swiss silks will be allowed to enter the British market. According to the mandates of the recent prohibitive list silk was one of the banned articles. The closing out of this commodity from the British market entirely was viewed with alarm by Swiss silk manufacturers as such a prohibition would really necessitate the closing of the Swiss mills. The matter has been left in abevance since that time but negotiations have been arranged.

Some new lines of neckwear silk are being shown on the market that come in from the United States. They are known as floriswah silks and comprise all kinds of fantastic figures and colorings. Chinese scrolls, Persian effects, sport stripes, blocks. These colorings are in keeping with the brighter array of silks being worn by women in their Summer dresses. They are a line that will retail around $1.50 and give promise of being taken up by the trade as a repeat order has been placed since showing them for the first time about a month ago.

A Summer of Extremes

Jap silks are still coming in—are in a good measure responsible for the loud colors and startling designs which have proved so popular, and which still rule favorite. While it is true that these bright silks are yet very much to the fore, there now begins to be evidenced a tendency toward quieter colors. In short it would seem that this Summer will be a Summer of extremes. There will be bright gaudy ties, for those who like them. There will be quiet, dignified, ties for those who do not like the startling, but there will not be so many patterns which might be classified as coming between the two extremes.

Saneness in Prices

In prices there has come a change along sane lines. Consider for instance one line of ties made from a fine silk and sold to the retailer at $9.00. This is being generally retailed at $1.25 per tie. Dealers who have been asking this price state that they have not had any serious difficulty in getting the figure. Some say no difficulty at all. At such a price, of course, there is a fair margin of profit, which there would not be were the tie sold at $1.00.

Another change noted is a turning away from the pretense that ties are to be had at the same price as before the war, and in the same quality. Dealers are almost unanimous now in stating frankly that there has been an advance, that they must ask more or give less. Except as a special inducement, when the old values may really be given at the old price, the ties are being sold on a new, since-the-war basis.

SHIRTS FOR 1918

Patterns for Spring, 1918 will, of course, be loud—loud in the extreme. Says one manufacturer, when speaking on this subject: "The more difficult the color situation, the more demand there seems to be for an abundance of it. This is the human element in it; the harder an object is of attainment, the more it is appreciated. Probably this is why a boy will steal his neighbor's apples."

But with things as they are now dealers must not expect the most satisfactory colors.

A SURVEY OF MEN'S WEAR MARKETS DURING THE MONTH

While the price movements in men's wear lines during the month have not been as numerous as in recent like periods, the undertone to the entire market is one of firmness. Clothing manufacturers report that quotations on cloth for Spring delivery, 1918, are considerably higher, and that much dearer clothing must come when these higher-priced materials are reached. Deliveries of cloths from Canadian mills are reported gratifying and the value as compared with imported lines intrinsically better. Business for Fall delivery of clothing has been very good.

Shirts and collars held steady in price during the month with good Fall booking of orders reported. It is anticipated that higher prices will prevail as soon as the present booking season is completed.

One line of English felt hats advanced during the month, but prices of Canadian hats in some instances were lower owing to developments that have recently taken place in a manufacturing way. A good demand for tweed hats for Fall is reported.

New developments in the neckwear situation are tentative rather than actual. A commission from the Swiss Government is conferring with the British Government over the matter of prohibition of silks from the British Isles. If this takes place the Swiss silks will not come into this market at all freely. In the United States the new duty of 10 per cent. on raw silk will affect the price of manufactured goods coming from that quarter.

Advances in underwear for sorting orders have been recorded during the month and there has been a generally higher tendency on shoes and rubbers.

Overalls were in quieter demand during the month, owing to the recent heavy orders that were booked on the advancing market. Prices remained unchanged in these lines, but the cloth for overalls advanced on manufacturers' quotations.

KNITTED GOODS

1918 UNDERWEAR AND HOSIERY UP 50 PER CENT.

Tremendous Advances Reported in Earliest Quotations—Ranging From 25 to 66 2-3%—Cotton Shows Greatest Increase—Harder to Get Than Ever.

JUST as this issue was going to press, the first faint glimmer of light began to appear in the offing on the knit goods situation for the Spring of 1918.

"Light," did we say? That is speaking with an optimism that is not shared by the few to whom that glimmer had appeared. To them it was rather in the form of a dark cloud, that was so black that it showed up against the horizon that was fairly dark already.

"Worse, and more of it," was the comment of a buyer for one of the largest wholesales in Canada, as he thought over one lot that had been quoted to him the day before,—and which he had bought.

"This was some balbriggan," he explained. "The advance on this compared with what I had to pay for it one year ago is exactly 66 2/3 per cent.! It is not all as bad as that, but the way it looks at present is for an advance of pretty nearly 50 per cent., on an average, for the year."

Paid 25 Per Cent. More for Hosiery

A wholesale buyer of hosiery had met the representative of one house and reported that one range of cashmere had not shown so sharp an advance, "merely" 25 per cent. "However, since the war started the total advance on this line was from 10s. 6d. to 23s. 6d." which works out at about 125 per cent.

That is the situation in brief form at this date. Tremendous increases in price are certain in cotton underwear and hosiery. One year ago cotton was pursuing the even tenor of its way, but since then not only has raw jumped from 12 to 22c but the spinners of the yarn have advanced prices to a degree that was not credited a year ago, so that this element is responsible for a big percentage of the increase that will be registered in the next few weeks.

A manufacturer writing to a leading buyer announced that he must "soon get higher prices." Needles that he used to buy for $18 per M. were selling now for $80. Boxes were costing double at the present time, "and still going up." He added that girls were getting more than he could afford to give in the munition plants, and if he was to keep them at all he must advance proportionately. So far as the girls were concerned, board had gone up so high that they were anxious to get as much as they could.

A Novel Silk Sweater Coat



The finest sweater coats have distinctive features. This one, though its stitch is very fancy, depends upon that far-reaching shawl collar to make it "different," and so the cuffs and girdle follow the texture of the collar.

Wool vs. Cotton

Owing to the later advances which took place in cotton, wool and yarn, it is pretty well agreed that the actual increases in the wool goods in the light weight for next Spring will not be as great as in the cotton. The wool has been on the incline since after the first couple of months of the war, and cotton was not affected to any extent until a year or so ago. The increases in wool, however, comparing next Spring's prices with those obtaining before the war, will be greater than the actual increases in the cotton, taking the same period as a comparison. To the public, of course, the advances in the cotton will look the greater as they have come within a much shorter period.

Question of Getting, Not the Price

"But," as the first named buyer remarked,—sadly, or confidently, it was a little difficult to analyze,—"after all it will not be a question of prices as of delivery. People will be willing to pay any price, provided that they can be sure of getting the goods. The imports from England will be much worse than this season, and the present outlook is that with the labor scarcity there will be a greater shortage than there was last November in Spring and Summer lines."

Conscription and Labor

At the moment no one can estimate the influence that conscription will have upon the labor market, as the details have not been made known. But that the trade will be forced to be content with allotments from most of the Canadian mills is certain, and the limitation will be more pronounced this season than it was when this Fall's prices were announced. One of the largest of the Canadian mills that was forced to cut down the average supplies of the wholesalers by a considerable percentage, but still hoped to be able to take on more business if the yarn and especially the labor conditions showed some improvement, reports to the DRY GOODS

REVIEW that so far as an improvement in the last six months there has been a more serious development, and a further cutting down. The General Manager wrote as follows:

"We have been able to accept very few orders for Fall beyond our original allotments, and other line allotments which we had already taken on. In some cases have had to be cancelled through our inability to fill them, due to the labor situation."

This does not promise well for Spring 1918.

SCARCITY OF WOOL

Canadian Wool Commission Unable Yet to Secure Any of Australian Allotment

A SERIOUS factor in present knit goods conditions is the scarcity of wool. Several months ago it was announced that arrangements had been made with the British Government for an allotment of the Australian clip. So far none of this has arrived. Early in June, DRY GOODS REVIEW received the following statement from Mr. I. Bonner, general manager of Pennmans Limited, who is a member of the Canadian Wool Commission:

"There is no wool in sight as yet from Australia, although a certain portion has been allocated to this country. The shipping facilities will be one of the great drawbacks in getting this wool into Canada.

HIGH PRICES IN U.S.

Cost of Making Now is 15 to 20 Per Cent. Over Last November—Balbriggan Prices in July

A TRADE report from New York gives some interesting information: Jobbers are complaining bitterly about delayed deliveries. There has been considerable disturbance in the market on this account, and manufacturers have come in for criticism. In view of the existing conditions, however, it does not appear that the mills are in any way to blame. There is not sufficient yarn to supply the manufacturers at present. The latter have very limited stocks on hand and spinners appear decidedly reserved about taking on contracts much beyond July. As one selling agent expressed it, manufacturing difficulties have increased to such an extent that it can be most conservatively said that the average mill is getting out no more than 75 per cent. of its normal production.

Costs Advance

A prominent mill representative in the local market stated during the week that it is impossible for mills to make goods at present which can be sold at prices less than 15 to 20 per cent. higher than those ruling on merchandize in November.

The balbriggan mills will not open prices for Spring until July 5.

LATE WITH SPRING, 1918, PRICES

Owing to Being so Far Behind With Deliveries, Mills Are Planning to Delay Opening of Prices.

NOT ONLY will the prices be much higher for Spring in knitted goods, but there is likely to be a delay in announcing these prices. This is due to two reasons chiefly:

One is that the mills are anxious, just as the cotton textile mills in the fixing of Fall prices, to wait as long as possible in order to have some permanency in the list that is arranged at the opening.

The more important factor, however, is that all the mills are far behind with deliveries. One of the representatives of a large Canadian factory, which has a large output of Summer lines, stated to DRY GOODS REVIEW that they would be delivering Summer lines well into August. Never in the time he had been connected with the firm was any condition known that approached this. The wholesalers make the same report, and at the present time there is some anxiety as to whether the mills will be able to catch up in time for the retailer to offer the goods before the cold winds of Fall make the Summer balbriggan lines a dead stock on the counters and in the windows,—unless they are offered on "spec." as "good buys" for the Summer of 1918.

It is a good guess, however, that the retail trade will not cancel any of the 1917 orders simply through lateness in delivery. The rather would they be counting the golden eggs of next year that they would represent.

Working Two Seasons Behind

The lateness in the turning out of the Summer lines will mean with a great many mills that the Fall stuff will be thrown forward just that much, though in some of the mills there is a sharp division in the Summer and Fall business, in manufacturing. But as it stands at present the mills will be asked to quote on lines for Spring, 1918, when they are practically two seasons behind with goods actually ordered. It is this element rather than the uncertainty of cotton and wool prices that promises to delay the opening of Spring prices until well on to the end of June. Last year most were out for the wholesale trade by the middle of June, and so the year before. This early announcement is a very modern condition, however. Up to two or three years ago the Spring prices were not made known until well on in July or even early in August, and it was often "Exhibition" time before the travellers were out in force.

Postponement is Wise

The postponement this season of the opening of prices, DRY GOODS REVIEW believes, is strongly to be commended. This will benefit the whole up" better their arrears if they concentrate on the orders on hand, and will be not unwelcome to the retailer who wants to know where he is at in his late Summer deliveries and his Fall probabilities before he plunges into third season. Indeed many will refuse to buy for the future until they have some definite information as to where they are likely to land, for the liability is too heavy a one to assume with prices as they are and will be.

The REVIEW would depreçate, therefore, any tendency to force the hand of the mills in announcing Spring prices.

When they do come the only advice would seem to be,—Buy what you will be reasonably sure of selling.

SHOULD PAY WAY

Pattern Manufacturers Should Be Put on Same Basis as all Other Merchandise, Says Eastern Merchant

F. A. Dykeman & Co., St. John, N.B.

We would say that we have handled patterns for over twenty years and have made a close study of the business, and would say without hesitation that the keeping of patterns under the present conditions is not only unprofitable but is carried on contrary to all business common sense.

Profit on Other Goods

Patterns do not sell goods as is argued by the pattern manufacturers, and to our mind they are worthless as an advertising medium. The pattern manufacturers say that a pattern is essential to the making of garments, so is a pair of scissors, or so is a needle, or so is thread. They do not argue that we should sell scissors and needles and thread at cost or at a loss in order that we might sell materials. We claim that the patterns should be put on the same basis as all other merchandise and that they should pay their own way. We know of many most prosperous stores who have never handled patterns and have never found it a detriment to the business to be without them. It appears to us that the pattern manufacturers are using the smaller retailers as a means of marketing their goods without profit to the retailer from any standpoint, and the sooner the merchant wakes up to this fact the sooner will he get better and more reasonable terms from the manufacturer. Of course the above remarks do not hold good where a large pattern business is done and money made in handling them, but instances where these conditions exist are only to be found in large centers.



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THE MONARCH KNITTING COMPANY, LIMITED

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Fine Quality Hosiery Plus Reputation

The Canadian public know the name. For years they have bought their sweaters by this brand and recognize the face value of the *"Monarch Knit"* trade-mark on knitted goods as a guarantee of quality. They are learning that *"Monarch-Knit"* now applies to *fine quality hosiery* through advertisements appearing in leading magazines and periodicals. Every pair of "Monarch Knit" hose bears the trade-mark. It is the constant reminder that the quality is being maintained. The matter of service to your customers is never in doubt, and the future of your hosiery department is safe with "Monarch Knit," a trade-marked line with an established reputation for quality behind it.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.
Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

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Broad-cloths	**I**ncomparable in workmanship	Hosiery
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Gabardines	**E**quipment for finishing, guaranteeing a	Silk
Voiles	**S**uperiority and permanency of finish which	Cotton
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Etc.	**X**asperating to the trade.	Fibre.

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For Men, Women, Children

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It would be easy to slight several features in Circle-Bar hosiery and still sell them—but the war will not last for ever—and remember, we are aiming to make Circle-Bar a "top-notch" line.

Sold direct to good retail stores throughout Canada.

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ORDER NOW FOR PROMPT DELIVERY.

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Hamilton, Ont., Canada

Which Hosiery Would a Woman Rather Wear?



Seamless, or seamed?

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Knitted to shape, or stretched to shape?

Fine, soft, highly finished cashmere and lisle, or just a commonplace finish?

There is no question which hosiery a woman—especially a stylishly dressed woman—would rather wear, BUT

Which Would You Rather Sell?

You, and every other progressive dealer would rather sell the kind the women prefer—"*Mercury*"—and you can get it now from our big, new mills, which are equipped with new machines that knit

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Hosiery fashioned at the top to make it more elastic and comfortable—

Fine, soft, highly finished hosiery that outrivals the finest qualities formerly imported.

Each pair carries the "Mercury" guarantee—"a new pair for any pair that fails."

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ROCK RIB AND HERCULES STOCKINGS FOR BOYS



The names of these stockings will sell them. The quality will bring the mothers back to your store for more of the same kind.

Rock Rib and Hercules Stockings stand the hardest kind of wear the boys can give them.

Sell readily at a good profit to mothers who are looking for well-finished stockings for boys.

Rock Rib is a one-in-one rib stocking, and Hercules a two-in-one. Both have three-ply heel and toe, and double elastic leg. They wear exceptionally well.

Sizes 5 to 10½.

Obtainable in 1 dozen boxes.

Place an order for these two splendid, profitable lines to-day. Then keep well stocked.

The Chipman-Holton Knitting Co., Limited

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A HALF HOSE FOR HARD WEAR.

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THE ACME OF PERFECTION IN FOOTWEAR.

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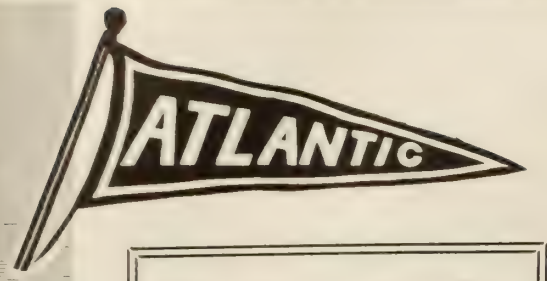
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Made of the best procurable yarns in six colors—Black, White, Tan, Red, Sky, Pink.
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Sell the underwear for your own profit and future business.

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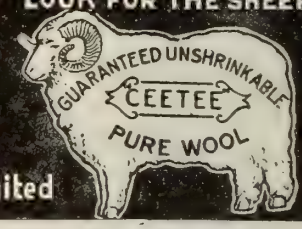
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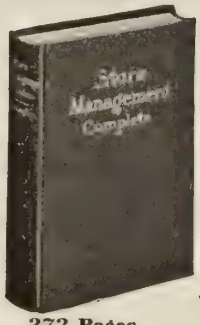
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HALF HOLIDAYS AND EARLY CLOSING

List of Places in Ontario Which Will Observe Afternoon Half Holiday This Year—A Few at 5 p.m. Instead.

FOR the benefit of the travelers, the DRY GOODS REVIEW is publishing herewith a list of the principal places in Ontario, noting in which of these the afternoon half holiday or early closing (5 p.m.) is observed.

With the present curtailed train service this information we believe should be of even greater benefit than it has been in the past. For that reason the DRY GOODS REVIEW is endeavoring to make this list as complete as possible. All information available to date is contained in this list. There will be a supplementary list published in the July issue that will make this list the most complete that we have ever issued. Merchants whose towns have been omitted are asked to notify the editor.

The following is the list to date:—

ALMONTE—No half holiday.

AURORA — Wednesday, June, and August.

AMHERSTBURG — Thursday, June, July and August.

AYLMER—Wednesday, June, July and August.

BRANTFORD — Wednesday, July, August.

BARRIE—Not yet decided.

BALA—No half holiday.

BOTHWELL — Wednesday, during May, June, July, August, and September.

BRACEBRIDGE — Thursday at 1, June, July, and August.

BROCKVILLE — Wednesday June 6 to September 1.

BOWMANVILLE—Wednesday, 12.30, June, July, and August.

BLIND RIVER — Thursday, 12.30, May 1 to September 15.

CARLETON PLACE — No holiday.

CHATHAM—Thursday, June 14 to September 13, inclusive.

CHELMSFORD—No half holiday.

CLINTON—No half holiday.

COPPER CLIFF—Wednesday at 1.

CORNWALL—No half Holiday.

DRYDEN—Thursday, June, July, and August.

DUNVILLE—Wednesday, 12.30, June, July and August .

DESERONTO—No decision yet. Expect Wednesday, June, July and August.

ELORA — Wednesday, May 29 to August 29, inclusive.

ENGLEHART—No half holiday.

FOREST—Friday, June, July and August.

FORT WILLIAM — Wednesday, 1, June, July, and August.

GANANOQUE—Wednesday July 4 to September 12, inclusive.

GALT—Thursday, June, July, and August.

GRAVENHURST—No half holiday.

HANOVER—No half holiday.

HARRISTON—No half holiday.

HESPELER — Wednesday, May to September.

INGERSOLL — Wednesday, June, July, August, and September.

KINCARDINE—Friday, June, July, and August.

KITCHENER — Wednesday, 12.30, June, July, and August.

KINGSVILLE—Thursday, 12.30 May, June, July, August, and September.

LEAMINGTON—Friday, May to September, inclusive.

LINDSAY — Wednesday, June, July, and August.

MEAFORD—Thursday, May 1 to Sept. 14.

NAPANEE—Wednesday, July, and August.

NEWMARKET — Wednesday, June, July, August, and September.

NIAGARA-ON-THE-LAKE — Wednesday, June, July, August and September.

NORTH BAY—Wednesday, June, July and August.

ORANGEVILLE — Wednesday, July and August.

OWEN SOUND—Wednesday, June, July and August.

PARKHILL—Wednesday, 12.30, June, July, August, and September.

PERTH—No half holiday.

PRESTON—Wednesday, at 1, May to September, inclusive.

PICTON—Thursday, July and August.

PRESCOTT—Wednesday, July and August.

PORT ARTHUR—Holiday under consideration, probably Wednesday, June, July, and August.

PORT HOPE—Wednesday, June, July, and August.

SEAFORTH—Not yet decided. Probably Wednesday, July and August, as

SIMCOE—Thursday, June, July, and August.

STIRLING—Wednesday, July and August.

ST. MARY'S — Wednesday, 12.30, June, July, and August.

SAULT STE. MARIE—Wednesday at 1, May to August, inclusive.

ST. THOMAS—Wednesday, at 1, May, June, July, August, and September.

ST. CATHARINES — Wednesday afternoon, May to October, inclusive.

STAYNER—No weekly half holiday.

STOUFFVILLE—Friday, May to September, inclusive.

SPRINGFIELD—Tuesday, May to August.

SUDBURY—Wednesday, June, July, and August.

THESSALON — Probably Thursday, July and August.

TILLSONBURG — Wednesday, June, July, and August.

TROUT CREEK—No holiday observed.

TORONTO—No definite holiday.

WATERLOO — Wednesday, 12.30, June, July and August.

WHITBY—Wednesday, June, July, August, and September.

WIARTON—No half holiday.

WINGHAM—Wednesday, July, and August.

WINDSOR—No half holiday.

WOODSTOCK—No half holiday has been decided upon.

NO ECONOMY WAVE

St. Louis Fur Dealers Declare That Fears of People Cutting Down Purchases Have Been Unfounded

IN A statement issued late in May Funsten Bros., of St. Louis, declare that since their Spring sale furs have been moving quite freely and at satisfactory prices. "Manufacturers have done a large business in 'Summer furs,' which is a feature in the trade that evidently has come to stay and one which is beneficial to the trade as a whole."

They thus deal with the fear that sales might be cut down after the United States had declared to go into the war: "A great deal of publicity was given the so-called 'economy wave' that passed over the country a few weeks ago, and caused some apprehension in the trade. But this seems to be rapidly passing away and good reports come from manufacturers and the rest of the trade.

"The fur market is in very good condition with every indication of present values being maintained."

RUN ON TWEED CAPS

THERE HAS been an exceptionally heavy run of tweed caps for the Fall trade. One of the reasons given is that these are comparatively cheap compared with felts ranging from $12 per dozen up. Since last year the demand, according to the jobbers has doubled.

Fred M. Kay, of 922½ Bloor St. W., Toronto, has sold his dry goods business to W. E. Stafford.

A. Ross & Co., of Vancouver, dry goods, are retiring from business.

MILLINERY

FELTS AND VELVETS FOR FALL

Eccentric Angles in Models Seen—Possibilities in Ostrich and Ribbon for Trimming—"Beach-Sand" Flowers New Trimming.

THE millinery trade is rather quiet just now since the Summer lines are pretty clearly defined and the Fall goods have advanced little beyond the conjecture stage so far. A number of milliners have prepared for a very strong all-white season beginning early in June. They have trimmed white straws with white flowers, white feathers, white ribbon, or white ornaments Flower-trimmed leghorns are more than fulfilling early predictions for popularity and are mentioned as a leader among dressy hats. These with the better quality Milans are plentiful, but the variety of shape is rather small.

Novelties in Flower Trimmings

Flowers are used much, but in most cases are not spread out or mounted high. Hand-made flowers and foliage of shot silk are very effective. While the range of style and colorings in trimmings continues very wide, one wholesaler finds that a novelty called "beach-sand flowers" is selling very well. These flowers come in sand shade or any desired color, but the foliage in every case is sand color. Usually just one bloom is attached to each motif.

Sports and Panama hats are living well up to their early promises. Many Panamas are sold with all-white or sports silk trimmings, but a great many more are fitted with the brightly colored sports scarfs of knitted silk or faille ribbon. Ribbon bands in high shades also have a place among the newest arrivals from New York .

Eccentric Velvet for Early Fall

Sport felts still look strong for late Summer, and the splendid color range this year will no doubt prove an important selling factor. For early Fall velvets will lead. The shapes being made up now in the factories follow eccentric angles and are said to be very unusual.

From all sides come reports of increased interest in ribbons for Fall. One firm stated to DRY GOODS REVIEW that present indications point to ribbons as the leading trimming, especially for ready-to-wear hats for Fall. Plain and fancy and narrow and wide effects are mentioned. Whether firms who are stocked up with wide ribbons are forcing them to the fore or whether there is an actual demand arising, is difficult to say at present, and will probably remain so until the wholesales begin to hum again in July. If ribbons should really become strong and the prospects for ostrich continue, Fall millinery should carry some distinctive developments.

The recent New York fancy for velvet crowns which was mentioned in last month's DRY GOODS REVIEW, has reached us with some little force. Black is the color preferred and it is shown on Milans, leghorns, maline, and hair lace models. Hatter's plush in black and in white is shown for crowns on a number of new leghorns.

Wool Work on Outing Hats

Some of the latest outing hats shown at Simpson's are of soft brightly colored straw, small, and trimmed with wool. One model was all of white Georgette over a soft white foundation and was darned evenly all over with lemon colored zephyr; a couple of loops and pompons were attractive finishing touches. The wool on most of the straws was in two, three, or even four colors, one of which matched the straw. It was crocheted into flowers, buds, foliage, and stems and appliqued on the crown, sides, and brim. In one case the soft straw was white and the wool gold shade; the crochet trimming passed around the crown and the edge of the brim was button-holed half an inch deep with the wool.

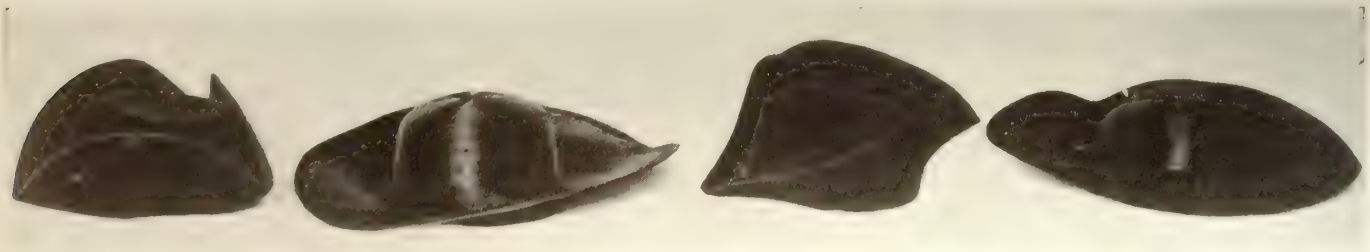
One of the most attractive French dress hats at Eaton's is of delft blue organdie hand-embroidered in white. Organdie is gaining in favor among fashionable dressers.

Summer Displays

All the large stores throughout the country, and most of the small ones, were occupied since the middle of May with their special Summer displays. In Eaton's and Simpson's, the better quality hats in white, black, and black and white, appeared in much larger numbers than those showing a distinct color note. Many, of course, had touches of various colors in combination in their floral trimming, but the high shades in striking schemes were found in the cheapest untrimmed shapes and the "ready-to-wear" outing effects. A few colored sailors were shown of Hinoki and Winchow, but they were of a deep, rich hue mostly. Black, navy, wine, dark green, gold and white constituted the range and these—with a border of Milan—were priced at $8. Italian Milan, leghorn, and hair were the three big features. Panamas had a rather important place, too. A few dark colored sailors of real straw, braided and glazed, were shown at Eaton's. They had grosgrain bands to match.

Fabric Hats Were Numerous

For garden party functions, the delicately tinted fabric hats were shown in wonderful dreamy designs. Both tiny and medium large-sized flowers appeared on these and frequently with the addition of some hand work in the way of outlining or braiding. Fine organdie is the newest of these delicate materials for Midsummer, but Georgette is the big seller.



New French models in Hatter's Plush and Lyons Velvet, shown by the Imperial Hat Co., Montreal, for Fall Season, 1917.

New York Models of Early Fall Millinery



FELT.—This is the way one of the popular felt hats promises to behave during late Summer and early Fall. Those reels of felt have found the spot they like on the crown and refuse to unwind further.

SATIN.—This material is the official introduction to every new season in millinery. It is so piquant here in its black and white combination for early Fall that one small bead ornament is the only adornment allowed.

Most of the wholesales are closed for the month of June and they are all enthusiasts over the big season's business just completed.

THE HATTERS STORE

Dealers should sell even if millinery workroom must be closed for lack of labor—Heads off Mail orders

IT APPEARS that dealers in towns of average size find it of more and more importance to keep in touch with news from the larger millinery centres for a number of reasons. The one great trouble in the whole industrial world today is the lack of sufficient help and it is as much a problem in the small village as it is in the largest factories. In some cases it has meant the closing up of a department, leaving customers dependent upon mail orders to secure certain lines. Every dealer knows how apt a customer is to make her mail order quite substantial when compelled to send away for one line and therefore it is not good policy on the part of the dealer to place the temptation of the mail order in the way if it can be avoided.

Sell Trimmed and Untrimmed Models

Not the least frequent department to be closed out through insufficient help is the millinery workroom. Many dealers have kept their show rooms open by supplying it with trimmed models from the wholesalers and also untrimmed shapes and separate trimmings from factories. The buying for such a department must needs then be carefully and frequently done and there devolves more and more upon the merchant himself the need of keeping in close touch with the trend of the trade in general and in particular and with prospects for coming seasons. To provide this needed information as well as news of the novelty movements of the moment is the express aim of DRY GOODS REVIEW. This information might well be kept in mind by saleswomen also where no milliner is available in order that suggestions may be given to customers who wish to do their own trimming.

With a reasonable amount of care in the conduct of this "ready-made" millinery department there is no reason why it should not pay for itself fairly well and be an important factor in gaining and holding custom for the small stores.

HATTER'S PLUSH FOR EARLY FALL

The fancy at present for hatter's plush in both black and white for crowns or brims, and indeed for both, in one instance, with an underbrim of straw, is an indication that hats of that material will very probably have a prominent place in early Fall millinery. It seems to have no intentions of waiting this year until the mid-Winter season to come upon the public. First models for Fall are in small, plain, severe sailor style.

AMBULANCES FROM MILLINERY TRADE

THE MILLINERY trade of the United States has organized and will place two or more units of twenty ambulances each in the field in France. Each holds three stretchers but can accommodate seven men in a pinch. At a later meeting it was decided to raise $100,000 to equip and maintain sixty cars. By the last week of May enough had been raised to cover one unit of twenty cars. The millinery trade of the whole country, West as well as East, is being organized.

FROM MONTREAL TO CALGARY

BUYERS AND department managers of the John Murphy Company, Montreal, assembled on Saurday night, May 26, to compliment Mr. R. N. B. Readman, who is leaving for Calgary to occupy a post with the Hudsons' Bay Vompany, after having been ten years with the John Murphy Co. From the staff of his department Mr. Readman received a present of a handsome traveling bag. The associated managers of the various departments presented him with a gold locket and pair of gold cuff links. A bouquet of roses was bestowed on Mrs. Readman. The presentations were made by Mr. Hall, and Mr. W. H. Kyle occupied the chair.

FUR DEPARTMENT

FUR STYLES FOR FALL

Hudson Seal Continues the Favorite in Coats — Some With "Barrel" Effect—Novelties in Stoles and Capes.

From our Montreal Editor

EXACTLY what Dame Fortune is going to do as to styles in fur wearing apparel during the coming Fall and Winter is not absolutely decided yet, but there are certain broad indications which point unmistakably towards the prevailing tendencies as to coats and capes.

Handsome Hudson Seal

Amongst the Fall styles for 1917, which have just left the hands of the leading Fur Houses, two outstandingly handsome coats are worthy of especial mention. They represent advance style tendencies, and are undoubtedly leaders. The first is a Hudson Seal Coat, 46 inches long, and with a sweep of 86 inches. This coat is built in the newest "barrel" style, with fulness about the hips, and a slight inward tendency about the ankles.

Four fur buttons, large and well proportioned, are visible, a fifth is present for buttoning up about the throat in rough weather, but is hidden under the lapels and cape collar as the coat is ordinarily worn. There is a belt with two fur buttons. This belt is four inches wide in front and at the back develops into a diamond shape seven and a half inches deep from point to point perpendicularly. The cape collar is of Hudson Seal, eleven inches deep where it comes over the shoulders, and finishing in front relieved by two neat lapels in Hudson Seal. The collar is trimmed on its edges all round with Russian Fitch two and a half inches deep, and a two and a half inch band of the same pretty fur with its clear soft lights and rich brown dark shades contrasting, is placed around the sleeves four and a half inches from the wrist. This makes a handsome coat, and the lining and finishing generally is worthy of the fine effect of the fur, being carried out in fine silk with rich fancy trimmings at the lower corners of the inside, and highly embellished slipper pockets. A tiny handkerchief pocket accessible easily even when the coat is buttoned up, is a feature of the finish. Should retail in the neighborhood of $300.

Another Fine Style

Apart from the "barrell" effect there are other styles of coats being shown for the Fall. An interesting one is a five-button coat, of the prevailing 46-inch length, and 100-inch sweep. This coat has a sailor collar in mink, lined with Hudson Seal, and the whole coat is carried out in Hudson Seal. The collar is embellished behind with tails and paws of mink, the tails 8 inches long, the paws about an inch each. The main depth of the collar is ten inches, and the coat is also relieved with cuffs of mink six and a half inches deep to wrist. The belt four inches wide is designed to draw the coat comfortably about the waist, and the folds and pleats fall loosely and easily from the belt line to the flare of the skirt. This coat is also richly embellished with lining and finishings. A white satin lining yoke about ten inches deep supports the shoulders. The balance is in blue black, and yellow striped silk with fancy slipper pocket, handkerchief pocket, and ruching around edges. The corner adornments are honey-comb smocked in silk, ruched around diamond shaped. The buttons of this coat are of crochet silk pattern within a circle of horn, and fasten through elastic loops as do those of all coats more or less this season. Such a coat would retail at around $375.

Muffs, Stoles, Capes

Something of the newest for this Fall in Hudson Seal Stoles is one in which the cape falls to the shoulders in folds, coming to a point at each shoulder,



Handsome Fall Model

Hudson's Seal Coat, barrel style, belt, 4 inches wide; collar, 11 inches deep over shoulder, trimmed with Russian fitch. Front and back views. Shown by L. Gnaedinger, Son & Co.

while a collar above comes to a point in the centre. This stole fastens in front with three buttons, and the buttons fix in button holes through the fur, which is a point of difference from the fastening of buttons of coats this Fall. The buttons are of fur, and the stole can be worn with a storm collar fastening The collar is lined with velvet, and the cape is lined with silk black and white fancy piping in alternate rows. This stole would retail at about $75.00.

An ermine shawl cape is also being shown for this Fall with one large fur covered button fastening through fur, and similar capes are being made in beaver, opposum, and other furs.

LONDON FUR SALES

Prices Keeping Up in Most Lines—Ermine and Fox Higher—Civet Cat Lower; Mole and Mink About the Same

THE LONDON fur sales that were deferred this year until the last of April and the earlier part of May brought prices that in the main were rather higher than those of January. The Hudson's Bay Co.'s sale prices realized much higher figures than in October last when their skins were on the market.

Some of the details of the sales are: Black bear sold at January prices; beaver the same; civet sat, 10 per cent. lower; chinchilla, mostly unsold; ermine, 20 per cent. dearer; fisher, 20 p.c. up; fitch, rather dearer; cross fox, 20 p. c. up; red fox, in good demand, at 10 p. c. up; white fox 20 p.c. more.

Kolinsky was principally Chinese and was all bought in; mink, a poor lot, part at January prices; mole, nearly January; American opossum, 10 p.c. up; otter, about January; raccoon, easier; skunk, mostly at January prices; wolf, rather neglected. Australian opossum, about or less than January.

The Hudson's Bay sales showed the great advance that had taken place since October. Otter was up 25 per cent.; fisher, 10 p.c.; red fox, 50 up; white fox, 25; ermine, 50 up; marten 60 p.c.; mink, same as October; skunk, same as October; wolf, 10 per cent. up.

WHAT TORONTO STORES ARE FEATURING

New Hosettes in Colors With White Cuff—Gingham Frocks Trimmed With White Pique, Collars to Match—Novelty in Combination Bag — New Lines of Embroidery—Overseas Envelopes.

ACCESSORIES of all kinds came in for special recognition in the stores during May, on account of race week, and sales were fairly good, even though cold, wet weather caused some disappointment. About the most direct reference to the races was seen at Simpson's in a novel pair of hose. They were black silk with a horse in full heat of the race embroidered in chestnut with touches of white, on the instep.

In Stitt's window, where new jabot and Ascot collars, smart hats, parasols, gloves, hosiery, etc., were displayed, a neat card appeared calling attention to the importance of these for wear at the races.

Holt, Renfrew's are showing novelty silk hose. There are half-inch stripes of myrtle, dark blue, rose, canary, black, etc., on grounds of the same tone, but lighter and greyish. The stripes are shown running both lengthwise and around.

Gingham Frocks

In their displays of Summer things nearly all the stores have a number of gingham frocks and suits for women and misses. They are usually trimmed with white pique or organdie. One dress at Simpson's, with coat effect bodice, has wide double cuffs and collars of white organdie with the outside pieces embroidered; there is also a vestee of the organdie.

Dress goods departments are showing silks in the various checks and tartans usually found on ginghams.

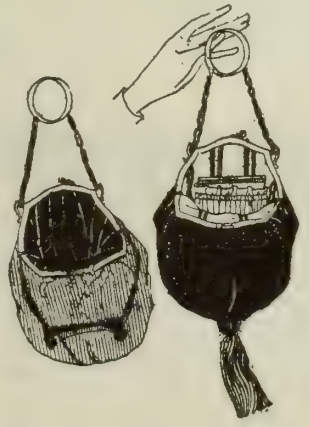
Eaton's have neckwear sets of organdie trimmed with gingham and gingham trimmed with organdie.

A new camisole at Murray-Kay's is of pink Italian glove silk. The waist and top are finished with lace edging and the yoke which comes up to points on the shoulder is knitted in a fancy design of all-over lacey vine pattern. The same store shows one of the 1917 bathing capes of tan wool jersey, knee length; slits for the hands are bound with ivory wool jersey and the collar, cut in a deep point with tassel at the back, is also of ivory jersey.

Some of the new sports felt hats have large crowns, small rolled brims, and are embroidered with colored wool in cross-stitch.

Two-In-One Bag

A novelty at the T. Eaton Co.'s store is called the two-in-one bag. It is of black moire silk with nickel ring-handle, chain and frame, long silk tassel and lined with fancy silk. The clasp may be



adjusted and the bag turned inside out, showing dove grey faille outside. The interior remains the same and is equipped with mirror and change pocket. Besides grey the bag may be had with brown, green or purple.

Embroidery in fine string-color cord at the top and a neat, narrow border to match at the bottom on brown or navy mesh is an attractive veil.

Innovations In Embroidery

Some new importations at Eaton's are in black or brown mesh with striking innovations in the way of embroidery designs. One shows tiny butterflies and beetles and a six-inch figure of a little boy, all colors natural, but suspiciously French in their blend. Another model has a border of flowers and vines in natural colors. A brown hexagon mesh is a real work of art with its beautiful chain embroidery of terra cotta, sand and brown.

Space For Sports Blouses And Middies

Simpson's have given over half of the section previously devoted to exclusive blouses, to sports blouses and novelty smocks and middies.

Envelopes For Overseas Socks

Strong envelopes for mailing socks overseas sell at Eaton's at 4 cents each, or 90 cents a package of 25.

In Simpson's children's department there is a glass case containing the figure of a little girl wearing a pale blue silk Japanese embroidered kimona. Around her are displayed a white Japanese silk slip and fine white nainsook underwear with lace and hand-embroidered organdie insets—as complete a set as is shown in the ladies' departments.

Eaton's show hats and bags of ribbon to match the ribbon skirts.

Tortoise rings in large ellipse shape are newer for bag handles, cushion handles, etc., than are the circular ones.

New Hosettes In Colored Silk

The new hosettes are to be seen at Eaton's. They are in colored silk with a cuff of white which turns down over the garter well below the knee. Hose which are colored in imitation of the hosette are the regular length, the top part above the "cuff" being flesh color. The figure on the cover of DRY GOODS REVIEW is wearing these hosettes.

DRY GOODS REVIEW

FANCY GOODS

NOVELTY IN CROCHET WORK

New Touches of Wool and Beads in Strange Places — Staple Embroideries Strong—Some New Articles— Fancy Wool Knitting Increasing.

WOOL and beads continue to hold the interest of novelty seekers in the fancy work realm. High and many colors prevail in these as well as in the silk and cotton embroideries and they are used on almost all articles which not long ago were reserved strictly for the thread embroidery. Luncheon sets and gloves are about the only articles free from beads so far and possibly by another month those too will have succumbed.

Profusion of Beads

Beads are to be found as the latest novelty on silk hose, parasols, veils, corsets, night gowns and negligees. Strange places, indeed! Besides they are strung for necklaces. For this beads of various sizes, shapes and materials are combined. Galalith, glass and other compositions are used in mottled and strangely carved and colored effects. A new tiny gold bead imitating gold rope is shown for placing between the large beads. The long symmetrical, well matched ropes of beads are almost never seen now, apart from the Royal jewels and real pearls.

Wool embroidery too, has been detected on parasols, hats, lingerie, colored linen, centre pieces, cushion and runner sets, children's dresses, hose and linen costumes.

These novelties do not hold all the interest however, for there is active business everywhere in the more staple lines such as table linen and lingerie. In lingerie there is still some call for garments stamped on colored mull. Flesh tint leads, of course, but, sky, helio and maize are liked by some. A number of these are being worked in white very effectively. Children's dresses and rompers in these soft mulls are selling well. None of the tints in any line, is as strong as white, however. White worked in colors remains good. A smart new set for the little tots consists of hat, dress, bag and parasol of plain white cotton, embroidered in a simple design of dots of one color. The set complete is very attractive.

Bridge Apron

A new article which will probably be of use to the verandah game of bridge during the Summer is the bridge apron of white linen to match the cover which was brought out last year.

In centre pieces and cushions heavy white cottons are increasing.. This is said to be due to a scarcity of the linen and ecru shades. High colors are favored for the embroidery.

New designs suggestive of golf, boating, fishing, etc., will no doubt prove very acceptable to those whose mission it is to fit up a Summer home or who are beneficently inclined to donate comforts to Veteran Soldiers' Summer quarters, for instance.

A Novel Luncheon Set

A square cover and a dozen serviettes are shown at the Robt. Simpson Co., Ltd. They are outlined in a tea-pot and tea-cup design and the pattern is made more realistic by dainty bits of chintz in small rose design of fast colors. The chintz is cut out the shape of the tea-pot, cups, etc., and appliqued on before the outlining is done. The effect is good with very little work.

Madeira embroidery continues to be a big sales item. The designs are varied and range from the simple fine scalloped edges with no other design, to very elaborate effects almost of solid embroidery. A great deal of hand-made torchon lace is used in conjunction with the embroidery and lately hand-made filets have been taking well also. Both laces are used in motif insets, insertions and edgings.

New centres, covers and panels are made of large fine imitation filet motifs depicting historic scenes. These fine Nottingham laces are becoming quite prominent in many capacities.

Some Departures in Crochet work

Crocheting continues very interesting. The cushion tops entirely of crocheting in heavy ecru threads are favored. A new heavy silk thread in a good color range retails at 65c per ball. It is expressly for the newest revival of crochet work—the silk sweater-coat. The amount of silk required for one garment costs so much, however, that it is almost certain hand-crocheted sweaters will be few this Summer.

A distinctly new type of crocheting is causing a good deal of interest in Los Angeles. It is called Indian Threadcraft since it adapts some of the most attractive patterns of North American Indian basketing to the stitch of crochet needle and yarn. Instruction books give detailed explanation of the stitches and legends concerning the mystic designs.



These are worked in two shades of rose, the blossoms on branches being done solid. Dainty bits of chintz are appliqued on to the teapot and cups giving a very novel finish to the design. The tints of the chintz match those of the embroidery of course and the colors are fast. Courtesy of the Robt. Simpson Co.

Increases in sales of fancy knitting wools are general. One large retail store finds only a slight increase in sales of wools for soldiers' socks over a year ago while another finds them slightly less. Perhaps the long, ardent wishes for peace have generated a belief that the war will be over very shortly and therefore socks be needed less. However, the stores are not worrying over their stocks being too large. They believe there will be plenty of time to dispose of them before any drop in prices can occur. The fancy wools of all kinds are moving very quickly in the meantime.

JAP FASTENERS

One Million Gross Is Output Yearly—Main Market In Far East—Very Cheap Labor

THE SNAP fastener industry is one of the numerous new fields which have become prominent in Japan recently. With the intention of supplying Russia, the industry opened in Tokyo shortly after the war started, but the low prices attracted American and other markets, until there are now ten small factories operating besides forty or fifty households being employed. The machines, now greatly improved since the first models were made, are all of Japanese manufacture. Electric power is used.

Cutting the brass into the necessary strips and such work as repairing the machinery are done by men, but women and children are employed for the actual work of producing the fasteners. Laborers squat on the floor before their machines. The day is 9 hours long—7.30 a.m. to 5.30 p.m., with an hour off at noon, and the average wage per day for men is 40 cents; for women 15 cents, and for children 8 cents. At present extra allowance is made for three hours' overtime which is required for the great number of orders pressing. With this low price for labor it is not surprising that Japan is able to gain an important place in almost every line of manufacture.

The largest item of expense in the snap fastener industry is the soft sheet brass. The plating of nickel or of tin is done by a separate concern and is the second largest item of cost. Labor comes third.

The output at present cannot be ascertained accurately, but it is estimated at a million gross per year and is disposed of chiefly in Russia, China, British India and Australia.

As yet the factories are poor compared with those in Western countries. They are wooden, one-storey affairs and unheated always.

TIDDLEDY-WINK AND TENNIS

A COMBINATION of tiddledy-wink and table tennis is a new game. The flips replace raquets and balls, but the courts and net are retained.

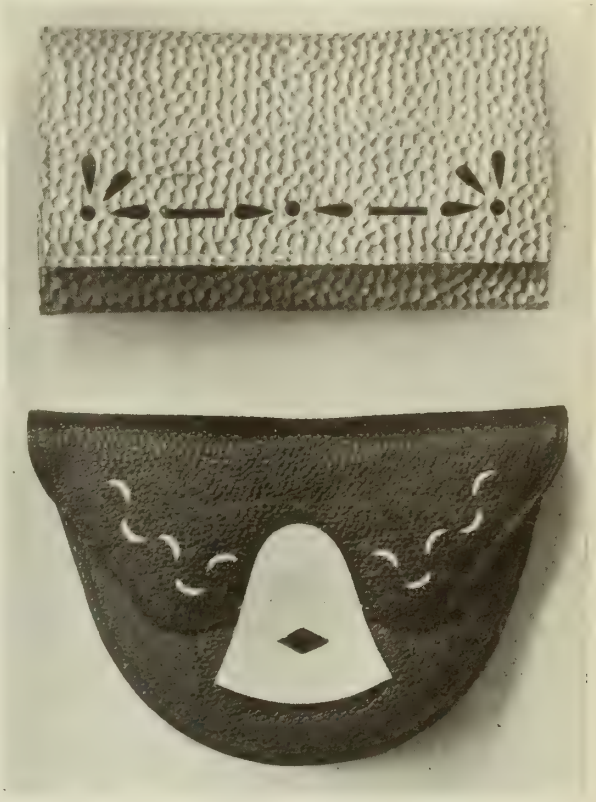
BAGS AND LEATHER NOVELTIES

Pussy Willow Sports Bags Popular—Covered Frames Favored —New Strap Purses—New Features in Traveling Cases

Sports bags similar to that illustrated in April Dry Goods Review are enjoying remarkably big sale and it is believed that the better class of sports bag will continue selling well throughout the summer. A new line well made and very attractive, is cut in curves suggestive of a clover leaf. There is a shirred piece set in between the back and front giving ample room inside and the sides are pleated on a frame covered with the same material as the bag proper. The handle too is of the same, which is Pussy Willow silk in bright blue, pearl grey spring green or white with several sport colors such as gold, green, blue and rose utilized in the fancy 1½ in. checks. The bags are lined with gold colored silk poplin and fitted with change purse and mirror.

The newest frames are covered with the material of the bag whether it be silk or leather and have small square clasps of nickle, silver or colored enamel. New lock catches are also selling well.

Strap purses made of sport fabrics are popular figured silk poplin being the favorite fabric. New leather effects are shown in Oriental all-over colorings and in cut-out patterns with patent or colored leather showing through. A bell shape is a new style for these strap purses.



New Types of Purses

Above—Grey leather strap-handle purse lined with sand-colored silk poplin. The design on the flap is cut out with patent leather showing through. Below —Also a strap-handle in new shape; black morocco with figured purple kid trimmings and cut out design; nickle snap, purple satin lining; oval mirror attached to flap inside. From Wrinch, McLaren & Co.

Soft Pleated Leather Good

In bags a new smart shape is triangular with the two upper corners rounded into the frame. The upper part of the bag is shirred into the lower part about two-thirds of the way down, the lower section is stiff like a cuff, and finished with a long silk tassel. This style is popular in soft morocco as well as in sports silks. In the leather it retails at about $6 or $6.50. Leather purses and soft pleated leather bags of all kinds are exceedingly popular not withstanding the big call for fancy fabrics and will be leaders for fall. Vanity bags continue good.

Linings are light and bright in youthful and sports models and richly figured in amethyst and greys mostly, for more dignified wear.

There are a couple of new points of interest in the leather travelling cases being made up for Fall and holiday selling. This year's cases are usually brightened by richly colored fancy linings. These as well as the plain silks are more lively in tone than the dead grey and amethyst linings used previously. The popularity of ivory for toilet articles has invaded travelling cases. They are almost all being fitted with the white pieces which with the light and bright linings give a very attractive appearance to the interior of the case. It is claimed too that considerably better value is being offered this year than last in these cases. The price varies of course according to the number of fittings and the quality of the lining and leather. The retail range is about from $4 to $40.

The manner in which orders continue to pour in makes business particularly good. The one increasing difficulty for manufacturers is the shortage of help.

Materials are to be had in fairly good quantities. In fact there is no shortage where manufacturers are able to buy supplies at long deliveries. One firm has on hand more leather than they ever carried before the war. They used to buy for immediate demands but now large orders are placed months ahead.

U.S. AND WAR TOYS

Some Ingenious Appeals to New War Spirit—Uncle Sam a Big Factor—Peaceful Novelties As Well

FEARING FOR the toy business as a result of the entrance into the war a number of the toy men in the United States are pressing home the idea of not cutting out the buying of toys for the children, much as was done in Canada in the earlier phases of the war, and with a large measure of success. One firm in an advertisement says: "Steady Now! Steady. Don't get War Scared. We need prosperity in war time even more than when we are at peace. It behooves us to keep business going so as not to clog the wheels of progress. Buy American Toys for American Boys and American Girls."

As might be expected there have been a host of war toys placed on the market, or "rushed" might be the better word. Some of these are the "Long Tom Disappearing Gun," finished in black and battleship grey, 19 inches long; "The Boy Ranger"—formerly the "Boy Scout," the change of name carrying the greater appeal at the present; "Doll Patriots," or "The Youngest Children of Uncle Sam," — Miss Sam, Master Sam, Army Nurse, Middie and Rookie.

"Give the boys a chance to show their patriotism," urges one firm. "Let them see how high they can raise the Stars and Stripes in the sky by means of .....Kites," only they do not, as we have done, omit the name of the maker of these kites.

Then there are "Gem" dolls in patriotic colors, cute boy and girl characters dressed in red, white and blue, that are said to be "selling like wildfire."

A rather clever adaptation of the war feeling is made by the maker of the American Flyer, who represents his toy in red and blue colors as "Uncle Sam on his way to Europe." They are literally right in saying that this toy is "right up to the minute."

The "Yankee Doodle Kids" were said to have been "born three weeks ago," We learn further that these new Madame Hendren dolls, named "Miss U.S.A." and "Uncle Sam, Jr.," are smartly dressed in the national colors, and are fully equipped, the Miss as well as the Jr., with holster, pistol and military hat, ready for action.

Then there are drill guns, pistols, and the regular round of military toys. A "Preparedness Doll Co." has been organized in the United States to feature "patriotic" dolls, dressed as sailors, soldiers, Red Cross nurses, the "American Girl," etc. A rather clever stunt was pulled off by a U.S. toy firm which reproduced a newspaper heading, "Germany will ask Indemnity," and in large type next the cut of the complete head it used the words, "But, will Germany Win?" This was done to feature a war game, "Indemnity."

A doll that was featured in the advertising of the pound cakes of Duke Bros., showing a chubby little doll marching proudly along in a bright yellow dress spotted with "drakes," a baking bonnet and pantalettes ,has been put on the market as a separate proposition. It is 19 inches high.

COLORS IN BUTTONS

Huge Patterns and Colors in Fabrics Call for Similar Buttons to Match Them—Variety of Designs

ALL SIZES of buttons have an important place in present fashions. The colorings and odd designs, too, are many. Pearl, celluloid, bone, vegetable ivory, glass, and crochet continue to appear in novel designs and shapes suitable for the various garments which display them. Some handsome effects shown with antique rims plated in silver or gold, are for ornamenting evening dresses. Very tiny pearl, glass and metal novelties are used on dainty neckwear. Crochet buttons are especially good for the dainty lace and embroidery trimmed blouses.

The large patterns which prevail in dress and sport suit fabrics, call for huge buttons in odd designs and many colorings, along with smaller sizes for trimming purposes. Some of these new buttons depict the actual design of the material. Covered buttons, too, are used a great deal.

Color is the keynote of both buttons and slides for these sport garments. A tri-cornered black ivory button has concave centre of white or green outlined with gold and decorated in colors which suggest hand-painted flowers. Another has a concave centre in greens, browns, and orange, with a narrow brim of plain orange.

NEW NOTIONS

Concave Belting Dress Shields for Sports Wear—New Holder for Hairpins—Hairdressing Frame

THE notion situation has been a little bit dull owing to the unusually cold weather in May which left retailers' stocks almost unmoved so that they did not put in new orders very rapidly. Conditions have been bad also, so far as getting the goods to wholesalers is concerned. In a number of cases goods ordered and paid for, for delivery last November, are "Somewhere on The Way" still. A little gets through at times, but shipping congestion is responsible for the big delays.

Brassiere—Belting

A new line for the notion counter is concave belting which fits into the waistline and above has a 4 or 6-inch width of white cable net reinforced with featherbone and edged with Valenciennes lace. This net also fits the figure so that it may be used as a dress lining or a low brassiere. It is sold by the yard.

Dress-shields for Sports Suits

A novel line of dress shields is made expressly for wear with sports suits. They are very light, are liberally cut under the arm to give freedom of action and the colors are white, flesh, gold and grey.

For the Baby

In the way of a baby-carriage decoration there is a bow of heavy satin ribbon with a pair of clasps to match. It is daintily decorated with pink and blue forget-me-nots and a "Bluebird" for "Happiness."

New Hair-pin Card

A new card for hair-pins has been devised with the express aim of making it impossible for hair-pins to drop off. They are made in any size for any style of pin. Buyers would no doubt find this a considerable improvement on the cards which so often have empty spaces because of the pins having fallen off.

Wire Hair-dressing Frame

Considerable numbers of people gathered around the hair goods counter at Eaton's recently when a young lady demonstrated the attractions of a silk-covered wire frame for use in hair dressing. "There are no rough ends to catch or injure the hair, it allows plenty of ventilation which is very necessary, and it is excellent for short hair as well as long; it positively does not show through. The price is 13c, or 2 for 25c," she said.

PINGOCRAFT—A NEW ART WORK

PINGOCRAFT IS a new art work which promises sooner or later to be somewhat of a fad, for people with useful fingers. It consists of a varied assortment of models cut from wood and made into such articles as thread-holders, book-ends, door-stops, telephone holders, coat-hangers etc. Clever little figures and designs are stencilled on the natural smoothly finished wood to be decorated in full color by the use of materials in the Pingocraft outfits. Books of instruction are furnished so that a beginner may do well with the work. The colors are in tubes and are to be mixed with a white medium which gives a glossy enamel finish. Small outfits are made for children similar to the larger sizes.

Both the finished articles and the outfits with uncolored models were very popular in New York last winter. The articles were used for prizes and holiday gifts and there is every indication of their creating considerable interest in Canada this year. The coat hanger and garden markers illustrated in last months Dry Goods Review were of Pingocraft art and Eaton's are getting in a big range of the models and outfits which will be featured in their fancy goods department. Some of the finished articles are already on display there.

The retail prices of the outfits are from about $1.25 to $2.75, while the stencilled models will sell at 50 cents to $6 each.

WHAT NEW YORK STORES ARE SHOWING



Roll collar and flaring cuffs are smart.

AT Franklin Simon's are some gingham dresses with three-quarter sleeves and barrel skirts or pouch pockets trimmed with vestees of white Georgette. Wide black satin girdles are closely embroidered with gay wool in French knots.

Bonwit Teller's had a window of wool jersey wraps in sand taupe and red; they were three-quarter and seven-eighth length with round yokes. One had a close collar of fur and another a deep shoulder cape, both sleeveless. A third had long sleeves with turnback cuffs and broad roll collar and patch pockets, machine braided.

Lord & Taylor's have a French blue crepe de chine afternoon gown beaded in gold; it is made with a long, straight, round neck waist, skirt shirred on; a wide tuck around the knees, draped at the hips. The sleeves, too, have the appearance of being draped down to the long cuffs.

Much Accordeon Pleating

A novel three-piece costume at Stern's is of navy blue serge with the skirt, sleeves, collar and lower part of jacket accordeon pleated; on the skirt is a very wide plain yoke-like belt with gold stitching and embroidery. There is a square neck and satin front to the bodice.

A simple and dainty blouse at B. Altman's has a frilled collar and front pleat; soft turn-back frilled cuffs in shirt sleeve style; the fronts show a mass of fine tucks either side of the central pleat. The skirt shown with this blouse is of Yo-San silk in tan with purple stripes. The stripes are hidden at the top by pleats, but the lower part of the skirt is cut crossways with the stripes running around.



Embroidered wool jersey with slip-over jacket.

For Stout Women

A linen coat dress is buttoned from neck to hem; a belt passes from tucks which give a princess effect in front, around to similar tucks at the back. There are flat pockets and collar and flaring cuffs embroidered in a tree design on white. This dress is in sizes for stout women.

A military motor coat has the newly popular side fastening. Two rows of buttons extend from centre shoulders closer together at the belt. The collar is close.

An elaborate negligee at Bonwit Teller's is of red and gold satin with overdrapery of Georgette figured on Grecian designs in gold. There is a heavy gold rope girdle with tassels and a cap of gold braid with streamers. The effect is very suggestive of Cleopatra's favorites.

A suit of grey pussy willow is braided in the back above and below the belt and also on the collar and cuffs with blue soutache.

Some Millinery Creations

A window of hats at James McCreery's shows one model with a broad, flat tam crown of black velvet, white straw brim upturned and flaring, through the crown at the right side is a pearl head hat pin. At Stewart & Co.'s is a hat with a square black velvet crown and broad black straw brim; on the right side of the crown are three small black silk tassels.

At Kurzman's is a large sailor hat of champagne crepe under-faced with pink crepe; the crown is encircled with a crushed band finished on the left side with a pink rose; near the edge of the upper brim is a wreath of wheat.

Leather Trimmings for Blouses

An advance showing of waists from Oppenheimer & Trebitsch Co., New York, at the La Salle Hotel, showed the extensive and continued use of crepe de chine and wash satin. Panel effects are very good, it is stated, and bolero jackets over Georgette in either one or two colors are different. Leather trimming for collar and cuffs on both satin and Georgette suggest the possibility of much smartness. A new idea is the bishop sleeve, with the puff made into three points just above the cuff.

The newest idea for pyjamas is to make them of two shades of ribbon, such as flesh and sky, orchid and sky, etc.

Fast-Color Bathing Suits

When the bathing season opened at Washington, the first man to enter the pool wore a blue bathing suit which left a trail of indigo behind it in the water. Other colors were similarly affected by the water, so that the beach superintendent issued an edict which forbade any but fast-color suits in the water.

A Paris walking cane has a crystal vase attached near the handle, holding red, white and blue flowers.

Sunbonnets in Fancy Colors

In a new section of their millinery department, which they state has been opened as a result of the demand of gardening enthusiasm, Macy's are featuring sunbonnets in fancy cretonne, checked gingham, blue or pink, chambray and flowered lawn in the same colors and striped lawn.

Vantine's show polka dot navy silk hats faced with white silk straw and trimmed with white pompons.

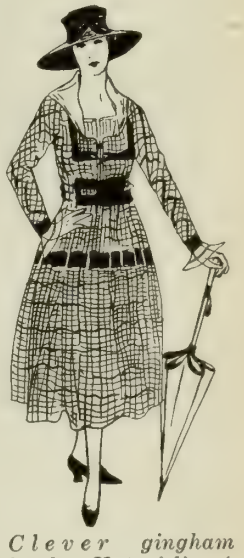
A window of dresses at R. H. Macy's showed a lavender cotton voile with full skirt and very deep hem; the sides on the hem are pin tucked and the front and back above the hem; the waist is full-buttoned in the back and finished at the high square neck with a double hemstitched fold; long sleeves, tucked cuffs; string girdle ends tucked. One of pink voile has a full skirt trimmed with broad tucks; the waist has a tucked vest; long sleeves; flat collar and cuffs of white embroidery.

Straw motifs with embroidery designs make novelty veils.

(Continued on page 89.)



Black and red with cluster of sea-shell flowers.



Clever gingham frock. Hat of liseré and grosgrain.

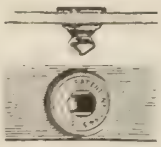


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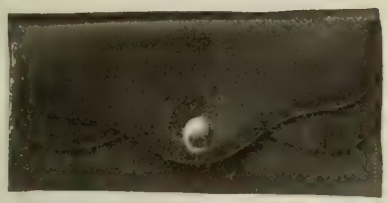
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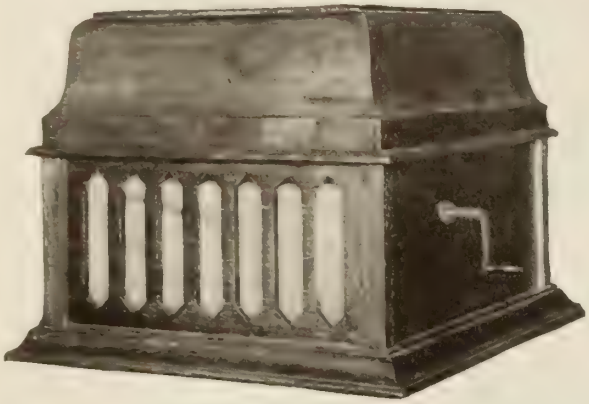
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LIVE PROBLEMS OF WESTERN MERCHANTS

Knowles Bill Opposed as Detrimental to Trading Conditions—Grain Growers' Competition—Delivery of Goods in Country—Checking up F.O.B. Quotations.

AT THE annual convention of the Saskatchewan branch of the Retail Merchants' Association, held in Moose Jaw last month, there was considerable tendency on the part of the members to concentrate on the big questions. Fortunately the officers had provided material for discussion in the full reports that they presented of the negotiations that had been carried on during the year on the points at issue.

One of those that seem most serious to the Western retailers is the tendency of the grain growers to co-operate in commercial activities themselves, opening stores, buying goods wholesale by the carload, etc.

"Why," asked the president, Mr. A. A. Evans, of Outlook, "should we sit down and be content that the Saskatchewan Co-operative Elevator Company should enter into the mercantile trade, when 85 per cent. of the stock of this company is guaranteed by the Province of Saskatchewan?"

The matter had been brought to the attention of the Premier and Hon. Mr. Dunning, and they had said that they were opposed to the trading operations of the Grain Growers from the beginning. However, no steps to stop it had been taken yet by the cabinet and an unsuccessful attempt was made to have the Premier appear before the convention and discuss the subject.

$30,000,000 in Credit on Books

The president favored going before the Government and threshing the matter out. The retail merchants had $30,000,000 on their books in credit, and they must show the Government that they were not a "bunch of pin-headed merchants."

One merchant stated that it was the intention of the grain growers to establish a chain of retail stores all over the country, but a member who was present denied this, declaring that they could not get managers for them even if they did start them, except among the merchants. There was a tendency on the part of some to let them go on as they believed they would meet with failure. The subject will be taken up with the Premier later.

The Knowles Bill, that seeks to restrain all price maintenance agreements between manufacturers and retailers, was attacked severely by the president as a detriment to the merchants. He quoted correspondence with Mr. Trowern Secretary of the Dominion Board, in which he stated that he had asked the Minister of Labor if the retail merchants, whom he reported as writing in favor of the Bill, had not been the T. Eaton Co. and the Robert Simpson Co., but to this the Minister made no reply.

The Knowles Bill on Price Fixing

A resolution opposing the principle of the Order-in-Council of last November and the Knowles Bill was passed. In the preamble of this it was stated that:

"Whereas, the problem of distribution of all commodities of life is based upon the desire of consumers to be supplied at any time with whatever they require, at the nearest possible point and at the lowest possible price, and

"Whereas, to comply with that desire, and to supply the needs of the consumers, the wholesale and retail trade of Canada have especially equipped themselves with the necessary facilities for that purpose, and through their close proximity to both large and small centres of population, they are, therefore in a position to give a more efficient, more economic, and a cheaper service than can be given through any other method, and

"Whereas, in order to develop and improve the present system of distribution which has been developed through years of practical experience, it has been found necessary from time to time for manufacturers, wholesalers and retailers to consult together with the object of adopting general rules and regulations, which they have found have produced the best results for the entire trade, as well as for the customers generally, and

"Whereas, on Nov. 10, 1916, the members of the Dominion Cabinet at Ottawa passed an Order-in-Council which they declare makes it illegal for any manufacturer to place upon any article a fixed price at which said article may be sold, either to the wholesale or retail trade or be reasonable or unreasonable and by taking this action, it therefore abolishes all former customs of trade, and it destroys all regulations which in the past have had a tendency to lower the cost of living, and

"Whereas, such action on the part of the Dominion Government, in our opinion, on their part, shows a lack of the proper knowledge of commercial matters, and under all these circumstances we believe it to be utterly unjustible,

"Be it therefore resolved:—"

There was some discussion on the coupon system, those in favor of it holding that they secured thereby some trade that otherwise would go to the mail-order houses.

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1917-1918

Saskatchewan Branch, R. M. A.
President.—A. A. Evans, Outlook, Sask. (Re-elected.)
First Vice-Pres.—H. D. Macpherson, Regina, Sask. (Re-elected.)
Second Vice-Pres.—J. L. S. Hutchinson, Saskatoon, Sask.
Treasurer.—J. J. Polson, Regina, Sask.
Secretary.—F. E. Raymond, Saskatoon, Sask. (Re-elected.)

Central Delivery System Into Country

Another subject that came up was a central delivery system. This was introduced by the Dominion President of the R.M.A., Horace Chevrier, who said: "The pooling of rigs and delivery wagons or the establishment of a central delivery system is a move in the direction of economy and greater service and would very soon increase the trade of the community. It has been demonstrated beyond a doubt that such a system means a growth of the C.O.D. business, and there is a benefit to both the consumer and the merchant as it means keeping the trade and the money at home." He urged a system that would include delivery of goods at stated periods for considerable distances into the country.

In a discussion on cash and credit, it was agreed that about fifty per cent. of the business done was on credit. It was suggested that no credit should be given customers who dealt with mail-order houses,—sending cash away and expecting credit from the local merchant.

"F.O.B." Must Mean Station

The question as to what f.o.b. means found the retailers at variance with the practices of most of the jobbers. Many merchants complained that they were charged with a cartage at the place of shipment as well as at the delivery end. They did not think this was fair. Some instances were also given where the railway companies charged them on a greater weight than was actually in the goods, and Mr. Hamilton, traffic manager of the Association, stated that he had checked over 500 freight bills for a Regina merchant and had had 14 corrected on account of overweight, saving the merchant $36.10 thereby. The convention passed a resolution asking the Executive to instruct the wholesalers that they would pay no advance charges after July 1.

A weekly half-holiday that would be compulsory on local merchants when supported by 75 per cent. of the dealers was agreed to as proper legislation, although there was some opposition to the half-holiday as applied to districts in which there was a large agricultural population dependent on the stores.

DRY GOODS REVIEW

HOUSEFURNISHINGS

WALL PAPERS FOR THE NEW SEASON

Charming Designs and Color-themes in Abundant Array of Patterns—Artistic Creations Stimulate Business—Gilt Papers and Printed Textomeals Very Popular.

ONE may describe the color of some lovely garden-bloom as "blue," but this does not tell of the sunbeam lurking in the depth of its carolla, of the delicate shading of its folding petals, of the lingering dew-drop enriching its beauty with prismatic magic. So a mere verbal description of the new lines of wall papers which are just making their first appearance, falls far short in conveying an adequate conception of the charm of each new design, of each studied color-theme that conforms to every type of pattern, of the power of the finishing operation that supplies the final touch that draws the colors together and blends them into a harmonious whole.

During troublous times like these, one would hardly expect to find a line of wall papers that presents such a vast variety of new ideas and novel treatments. An abundance of new designs of the latest conceptions, colored in the most modish fancies and with a vigor and freshness that bespeaks the spirit of the times. It is a line of wall papers that goes far beyond the mere supplying of a necessity with such as could be had. It creates a demand for wall papers with a full complement of brilliant, original and artistic ideas that will be the delight of the dealer and decorator, and will provoke a stimulus toward more and better business.

Materials Still Soar in Price

War conditions have caused the price of all raw ingredients that are used in wall paper manufacture, to soar to an altitude previously unknown, and in order to counteract the higher prices that of necessity are prevailing, manufacturers appear to have increased the saleability of their products by putting a higher standard of good taste into their designs and colorings and have so made up in the value of attractiveness and quick-selling qualities the extra cost that war conditions have established.

In looking over the new lines of wall papers, an exceptionally catchy range of ungrowned papers shows at once that even the cheapest goods have been given their quota of special attention. Then follows an array of blanks in all the conceivable types of designs that modern art in home-decoration calls for, and all fresh and new. Dainty stripes with borders that are a pleasure to behold, for garden, hillside and wildwood, have been explored to produce each floral tribute to the skill of the manufacturer. Here a novel gloria-stripe with a border of ribbons and azalea blooms, here large gaily-colored 'mums bedeck a jaspe pattern. In a variety of dainty shades a wide festoon of prettily arranged poppies happily foretells a time of plenty for Canada, the motherland, and our allies, for poppies were always associated by the ancients with Ceres, the Goddess of Plenty.

Floral and Chintz Designs

Then, in marked contrast to the many forms of stripes are found a number of all-over floral and chintz designs, which are shown with two band borders in a variety of effective ideas. A delightful glimpse of Japanese mountain scenery is introduced into a border that comes with a diminutive wistaria design, and branches of Japanese cherry-blossoms add a quaint touch to another pattern. Then there are one band floral borders with new stripe effects for parlor and bedroom, richly colored hall and dining



THE MARSEILLAISE

A striped burlap effect with ready-cut border and base-trimmer of quaint design and novel coloring.
Shown by Staunton's, Limited.

room treatments in "modern art," and every type of design in the newest rendering to suit each individual taste. These are all to be found amongst the new patterns technically known as "blanks," a class that includes only papers of very moderate cost.

GILT PAPERS—Plenty of them, in distinctive and widely varying designs that do not appear in any other grades. So great is the variety of patterns and so abundant the available resources that there is no necessity to repeat patterns through numerous grades, but each one is only treated in the manner only for which it is best adapted. So here is found a unique gloria stripe with bright two band border of ribbons and azaleas, a monotone design with sumptuous border of rich peonies, a shadow stripe with large poppies and another with foliage in bright autumnal tints. A useful fruit tapestry with two band border will not pass unnoticed, and an all-over foliage pattern with beautiful scenic border of river vistas and birch grown islets commands much attention.

Here, too, are printed Textomeals, those exquisite effects that proved so popular last season and that have all the richness of printed oatmeals. These are shown in a large number of brand new designs in a variety of new conceptions.

Embossed Papers

Then comes the Embossed Papers commencing with an abundance of bedroom designs of high quality followed by parlor and drawing-room patterns, that contribute splendid results by way of increasing the retailers' profits. There are near-plain papers in a variety of weave and stippled effects each with a modern decoration that is colored in a masterly spirit. Here, too, are found the beautiful designs as illustrated herewith, "The Marseillaise," with an exquisite border of French origin showing quaint baskets of old-world flowers. Other designs have great classical beauty and pretentious floral borders in many charming shades.

Introduced last season, these printed Textomeals at once asserted their prominence, and so absolute did their popularity become that there is abundant warrant for the still larger display of new and exquisite designs in the new season's line.

In appearance they possess all the richness of duplex oatmeals, uniformity of coloring, and in addition, they are less costly. They are printed on specially made tinted stock of high grade that goes far toward helping the decorator complete a perfect job of paper hanging. The numerous shades in which these popular goods are shown include light grey, fawn, tan, golden brown, dark brown, rich green, deep blue and terracotta. There are colors that are suitable for any room in the home, and each is in just that tone that merits popular approval.

Among the new designs are seen a two-inch double stripe with gold tracery with which is shown a novel two-band border and base trimmer of roses in artistically classic treatment.

CARPETS

Black Background Proved Good Make—Dyes Good—Labor at Fault—New Blues Guaranteed

ONE NOVELTY in velvet carpet brought out recently by a Canadian firm has a black background and small, all-over, semi-conventional pattern in tans and greys. It has been found to be a particularly good seller and the effect would no doubt be very good in a room with draperies having the popular black backgrounds.

Carpet men seem to be about the only class of manufacturers who are really satisfied with their dye products. They claim that except in the case of very cheap lines, comparatively few of which are in demand, the dyes are more reliable than they were before the war.

Features Blues

One firm is making a specialty of their blues, which are in rich, soft tones, both light and dark and guaranteed fast. It will be remembered that a few years ago blue was considered the one color which should be avoided in carpets. Some of the shades which once were considered "safe," must now be selected with care, especially in carpets of solid colors. Owing to the poorly wrought wool which get into some carpets now, the dye is not "taken" uniformly by them and while the color may appear perfectly solid at first, there is no guarantee that within a couple of months or so dark and light spots will not come up. For these there is no remedy. But where the workmanship is good, there is little complaint as to colors. The range shown in the newest designs shows a nicety of shading, harmony and contrast, which is decidedly meritorious.

WINDOW CURTAINS

Nottingham Laces Popular—High Prices for Marquisettes

FOR EXCLUSIVE trade scrims, as described in last month's DRY GOODS REVIEW, elaborately made up with lace and embroidery, are the fashion. For by selling to the popular trade and to the average dealer, however, nets are the chief item. "Nets of all kinds are very good," said one of the large importers. "Nottinghams are best at present. Especially is there interest in Nottingham filets and fine quality Nottingham lace curtains are coming back quite strongly." Nets by the yard are selling well now, and many orders are being placed for Fall.

Many motifs and inserts come separately and are used for various purposes, such as setting in boudoir covers, counterpanes, curtains, door panels, and used under glass for trays, verandah tables, and dressers.

Marquisettes Bring Higher Prices

"Practically all the marquisettes we use for window curtains," said a wholesaler to DRY GOODS REVIEW, "are getting up to a terrible height in price. We got them last year for 9½ cents and they cannot be had now under 17½ cents. The reason is due to abnormal demands for other materials made on the same looms. For instance, cloth tops for shoes are in big demand and yield a good profit. A manufacturer can rent his looms to a converter at so much a week and make more money than if he employed them making marquisette at 9½ cents, and so, if we must have marquisette, we must pay a price which will provide profits equal to those from other materials."

This is the real basis of the extreme advances in all cheap grades during the past couple of years. Manufacturers and others in the dry goods trade find better satisfaction in every way in making more expensive lines and so, if people do not want to pay the high prices for those, they must pay a proportionate profit to the makers for cheaper lines. This state of affairs first caused a reversion of demand during the past few seasons to better quality materials. Buying of these was very heavy last year and now the high prices of foods seem to be a leveling factor on the "top-notch" clothing lines.

If prices for food stuffs should come under Government control, the probable result would be a tendency to a slight increase again in demand and price for fine goods and a continued high level for lower qualities. The prices throughout must, of course, continue high because of scarcity of raw materials and labor and prevalence of high wages.

DRAPERIES

Brilliant Chintzes Not Yet Wavering—Some Artistic Combinations

AMONG THE striking chintz effects noticed in the stores recently was of black and orange with over-printed pattern showing fruit and foliage in which burnt orange and black were predominating. This was displayed beside a wall paper of solid color matching the shade of the bright stripes.

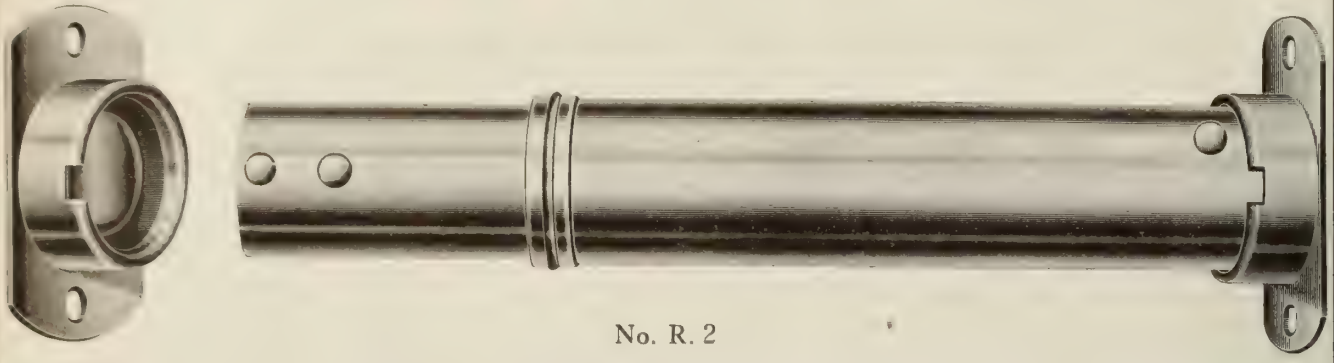
Another new design had rippling oriental stripes 5 inches wide, the space between being the same width of white with black lattice stripes. Patterns on black grounds or black foliage on colored grounds are frequent.

A fine color scheme was developed in wine and greys. The ground work was of 1½ inch smoke grey and ½-inch white stripes, while the floral design showed grey foliage and rich wine-colored flowers. The stripes showed through the design.

A NOVEL VERANDAH SET

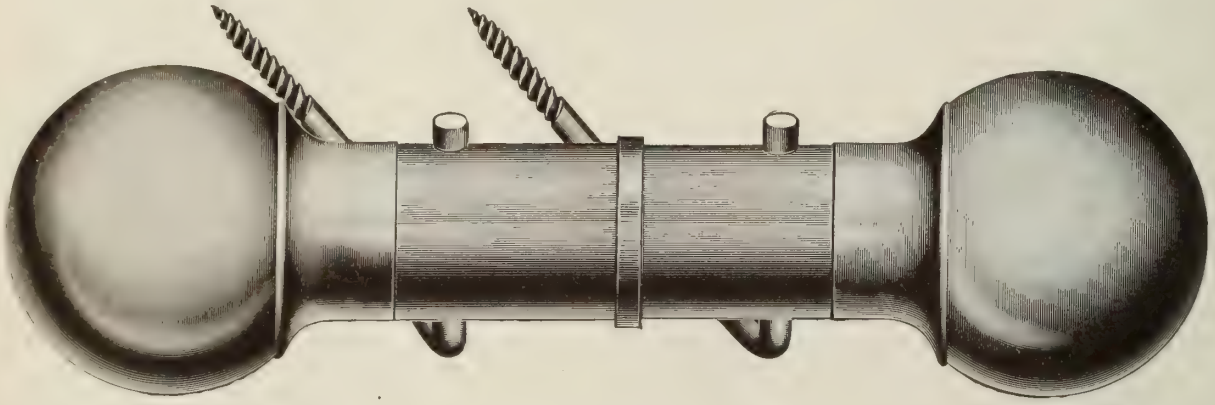
A MOST attractive group of verandah furniture is shown at Vantine's, Fifth Ave., New York. Three types of chair are shown, one law, round-back style with hole in the right arm for depositing a lemonade glass; a rocker to match, and also a "chaise lounge" fitted with two brilliantly colored striped Madagascar cushions and work-basket arms. Then there is a Japanese reed screen, a bamboo hanging lantern in Chinese design, a couple of circular porch mats, a long Kee Chong grass rug, a Chinese rattan "hour-glass" table, with bamboo circular tray holding a tea-set of fine China in Chineses design.

Extending Curtain Rods



No. R. 2

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No. R. 33

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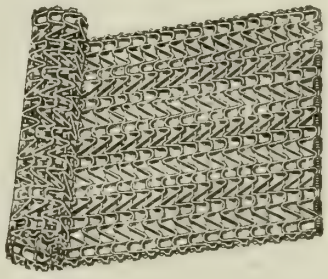
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MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.

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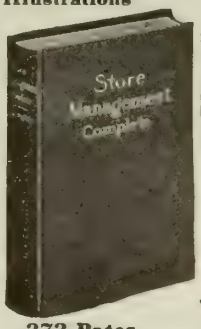
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DRY GOODS REVIEW

DRESS ACCESSORIES

GLOVES

High-colored Silks Disappeared Quickly —Fabric Gloves for Summer and Fall—Kids Not Guaranteed

AT PRESENT the silk glove situation is not very interesting, if one is seeking novelties. Even the plain sport colors for which fashion in the South called during the Winter, are not seen in any of the shops. The one display of high colors mentioned in the May issue of DRY GOODS REVIEW appears to have been the only one possible, and with the exhaustion of that lot, stocks are quite free of anything bright. Grey, sand, tan, black, and white, are the big sellers. Some navies and very light blue, pink, and yellow are to be had.

Long Gloves Featured

With the coming in of shorter sleeves for afternoon gowns, there is some little place now given to long silk gloves. Eaton's had a window display recently featuring silk gloves, and emphasis was placed on fancy long gloves. The colors shown were sky, flesh, grey, beige, primrose, Copenhagen, myrtle, white, and black. These had tiny embroidered motifs in self color from wrist to hem. There were also shown short, white silk gloves, with black stitching and stiff, turn-back cuffs about 1½ inches deep of small black and white stripes.

Chamoisette gloves and also plain cotton gloves are selling well and the indications are that fabric gloves will run on well into the Fall.

Colors Cause Despair

A Toronto firm is making kid gloves in all the customary shades, including Burgundy, gold, flesh, and baby blue. They find dyes so bad, however, that they cannot guarantee them, even in high priced gloves. Of course, there are different grades of dyes used and the better one are not wasted on poor qualities of kid. The cheap dyes eat into the poorer kids so that there is really little satisfaction in purchasing the cheapest kid gloves. Those retailing at $1.25 are classed at poor, those at $2.50 and up, good. Better kids are better able to withstand the action of dyes. Among the novelties shown by this firm is a white glace kid with turn-back cuff of baby blue. Another of black has a slightly flaring cuff with vertical black and white stripes and stitched, piped, and embroidered in black. The unsatisfactory dyes make it very difficult to get bright colors in good shades. Apart from a few of the baby blues this firm makes no blues at all.

RIBBONS

Skirts of Ribbon the Latest Fad—Other Sports Novelties—Grosgrains Lead For Fall—Slightly Wider Than Last Year

A FEW novel uses for wide ribbons crop out frequently. These look like attempts on the part of those stocked up with wide goods to force them into the limelight. New designs and novelties in ribbons appear at times also and thus some interest is kept alive.

The latest use for staple and novelty wide ribbons has caused a good deal of interest. It was mentioned in the New York news in last DRY GOODS REVIEW, and has since developed here, that is, the separate skirt made of ribbon. In these the ribbons run lengthwise or around and may be of taffeta, Moiré Satin or fancy ribbons. Sports colors in strong contrasts such as purple and sand, black and white, Copenhagen and sand, Shadowlawn green and white, yellow and white, black and gold, brown and blue are shown with stripes of each alternating. Other combinations show a plain colored ribbon with one of an oriental or brocaded design. The two ribbons used may be of the same width, or a wide and a narrow. Widths up to 12 inches are used. Frequently these ribbon skirts are accompanied by hats and bags of the same materials.

Grosgrains for Fall Again

As to the general trend of the ribbon trade for Fall, grosgrains continue to be the big feature. The demand is for goods a little wider than for last season. This year the leaders are two to three inch widths, and the colors are of a cheerful nature with a few rich, dark tones to lend dignity. The best shades for Fall are white, black, sand, chartreuse, a new taupe, gold, shadowlawn green, navy, seal and old rose. The narrow grosgrains will be used for various purposes again, such as edging and binding for hats and bringing out stripe effects, but the big yardage for trimmings will be in the wider styles. Wide satins have a comparatively small place in Fall selling.

Things New in the States

New York is showing some faille ribbons at present, with short bars of velvet in two colors. These are very smart for girdles and hats. The bars may be of the new Koko brown and Japanese blue on coral; direct contrast is favored.

A novel girdle is of narrow ribbon made into links, chain fashion and finished with long silk tassels matching the ribbon. Contrasting colors are effective in this chain.

In order to give some variation to the craze for patriotic ribbons in the United States one manufacturer has produced a ribbon which displays all the colors of the Allies. It is about 2 inches wide and is used on new fancy bags etc.

An interesting sports set includes a coat, hat, parasol and bag made of heavy grosgrain ribbon in white and coral plaid.

HANDKERCHIEFS

Fine Embroidering and Much Color in New Goods—"Soldiers" for Children

HANDKERCHIEFS of Irish linen, Shamrock lawn and fine Swiss, elaborately embroidered are arriving at uncertain intervals for the Christmas trade. Colors are appearing throughout but beautifully blend. Colored borders colored bodies and colored embroidery far outnumber the all white samples.

A very small sized sheer linen handkerchief is shown. It is called the glove handkerchief since, because of its size, it may be carried tucked in the glove.

Some new designs for children are of a military nature. One line has a figure on each representing one of the Allied soldiers finely outlined in the color of the real uniform. These are in sets of six showing six different corners. Another line has smaller soldiers solidly embroidered in beautiful colorings. Even the plaid of the Gordon Highlander is distinct.

A Substitute for boxes

One firm is working out a solution of the problem of boxing handkerchiefs for the Christmas trade. Since boxes are quite out of the question for next season. The substitute will take the form of a neat wrapper which will contain from one to six handkerchiefs, displaying the embroidered corner and securing them so that they will not fall out if used for decorative purposes. A space is left for filling in the number and prices of the contents. The paper is pale green embossed in gold. A smaller accompanying wrapper is being made for men's or children's handkerchiefs folded in a rectrangular shape.

Shipments are all very uncertain. Most of the European goods which are finding their way here now were bought for last November. Prospects for supplies were never more uncertain that at present.

PEACOCK VEILS

Wonderful Colorings of These Feathers Breaking Down Superstition—Washable Shetland Veils

REAL SPORTS veils have never taken well in Canada, but veils worn upon sport occasions are a different matter. Brown, navy, black, and grey are the staple shades and people wear these in both yard and piece veilings, with almost any kind of headwear.

A couple of interesting models of a strictly sports nature were noticed, for no matter how staple an article may be, one always looks in this era of industrial activity, for some striking link between novelty and staple. One of these veils was in a fairly large hexagon mesh of apple green and had a white fillet border with three white stripes around it. The other sports veil had these colors reversed, white being in the body and applegreen in the border. The all-white veil in crackle mesh promises to be used a good deal for outing occasions in the hot weather.

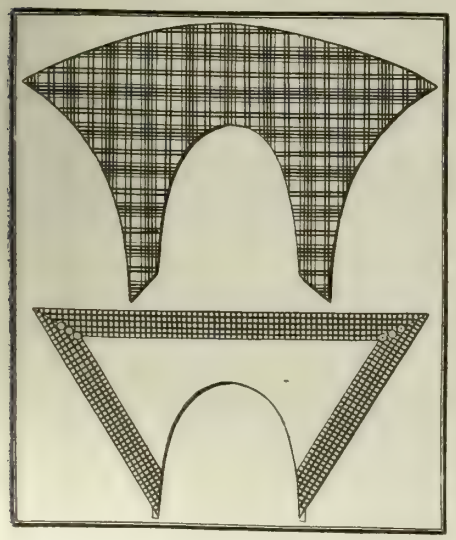
Natural Peacock Design

Women who have been brought up on some foolish superstition about peacock feathers seem to think they have held long enough aloof from the wonderful colorings of those feathers, and are now accepting them in various capacities. One new veil has a fairly good imitation of a natural peacock feather embroidered to rest across the front of the hat.

The washable Shetland veils in black, brown, purple, taupe, and navy, are selling well for wear with tailored suits. There are some color combinations in these, too, such as brown with a tan border, cream with blue, grey with pink, and grey with blue.

The very ornate French boudoir articles which sold so well last winter are coming in greater variety and more elaborate than ever.

The New Gingham Collar



Two of the latest designs of the A. T. Reid Co.



"Whither thou goest I will go," says the stock collar to the tailored suit. The model at the left is an exquisite creation of ecru silk hexagon mesh with hand-finished lace border. Made by Phoenix Novelry Co. At the right we have dainty white silk Brussels net tucked and bordered with white silk Oriental lace. From T. H. Birmingham & Co.

HIGH COLLARS COMING FOR FALL

Stock and Jabot Going Strong — Crash Vests Introduced — Gingham Neckwear for Hot Days—Do Not Rush Time of Display.

THE strong note of the moment in neckwear is the stock-and-jabot These have suddenly come strongly into favor and are seen on the streets in considerable variety, so that it looks as if the high collar is to have a place in the fashions of the next few seasons —omitting the dog days, of course. Neckwear makers have been careful to introduce these jabot effects exclusively for outdoor wear with suit coats and for that reason the jabot is wide at the top. It completely covers the opening left by the coat and is intended only for outdoor use. The style of blouse worn makes no difference, for the stock is supposed to be removed indoors. The dainty flat collars are therefore quite essential still for blouses and frocks. The materials favored for the jabot effects are fine nets in silk and cotton, embroidered nets, silk lace and Georgette.

Riding stocks in Yo San silk, pique, duck, and any of the materials printed in sport designs are also quite popular. Some crepe de chine blouses are being made with neckbands and collars in Ascot style, but of the blouse material. So strong is the immediate fancy for these high collars that manufacturers expect to be the big leaders for Fall.

Crash and Gingham for Summer

Meanwhile, hot weather neckwear must be considered. The crash collars mentioned last month are selling well and in addition crash vests in oyster white with a couple of pearl buttons and large flat collar and revers are about the newest and smartest thing offered. Collar and cuff sets of crash are interesting rivals for pique.

Kool-on silk in oyster white and ivory is also very attractive and selling well in plain, untrimmed sets for tailored suits.

The new love that has arisen for gingham and chambray has come to the neckwear houses to seek them—and not in vain. Collars and sets in the pink and white, red and white, blue and white, and plaid ginghams and plain colored chambrays have borders of organdie and voile and are le dernier cri for Summer. One manufacturer thinks that this line ought not to be displayed in stores until the real hot weather is actually here, for the material is strictly for hot weather, and showing it before it can be worn will kill its popularity.

Windsor Ties Sell

Windsor ties are selling readily in all shades of crepe de chine and the reversible striped and plaid silk failles. Sports novelties having embroidered borders of tennis racquets and balls, and golf sticks and pucks, etc., are also good.

The "Francis Frill"

The "Francis Frill" is spoken of as a Fall possibility for gowns and suits. It is already seen in a few instances in New York on blouses and capes.

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ILLUSTRATION OF No. 00, ACTUAL SIZE

The Monarch Spring Fastener

The only spring fastener made in Canada, and is the superior of any others on the market.

Made in four sizes:

Nos. 1 0 00 000

Two colors:

Black and White.

Highly Finished. Strong Spring. Quick Action, Durable. Rust-proof.

Guaranteed satisfactory in every way.

Mounted on very showy cards of one dozen. Sell on sight. Liberal profit.

Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

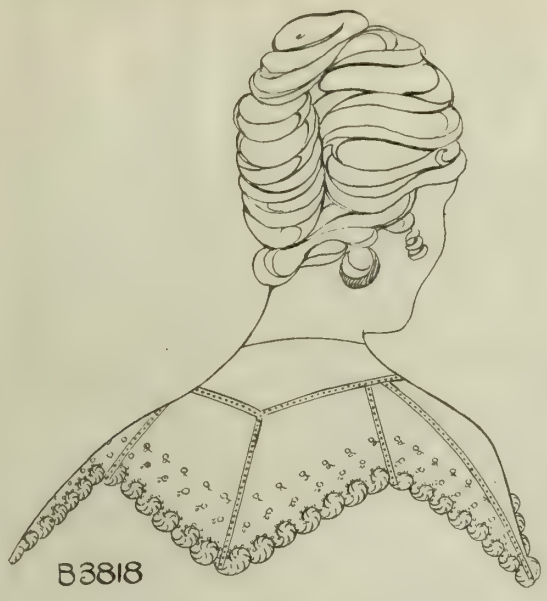
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The Colonial Fastener Co., Limited

Sole Manufacturers

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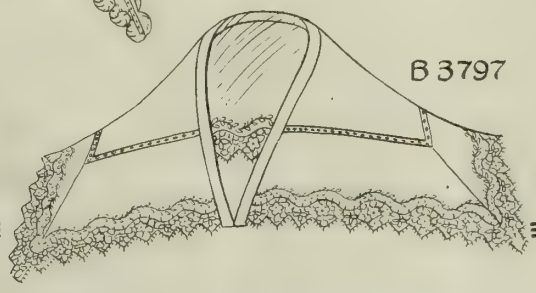
FINE ORGANDY NECKWEAR for Summer



We are now showing some very new models in fine Organdy Neckwear that are sure to be popular sellers. Send for samples of the lines illustrated.

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No. B3797—Burnt Out Organdy Edging, $12.00 per dozen.



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Summer and Fall Neckwear in all the Newest Materials and Latest Shades

Here's a range that spells quick sales — Bruce Finnie Smart ideas in single collars and sets in Pique, Shantungs, and the Newest Shades in Georgette, Organdie and Canton effects.

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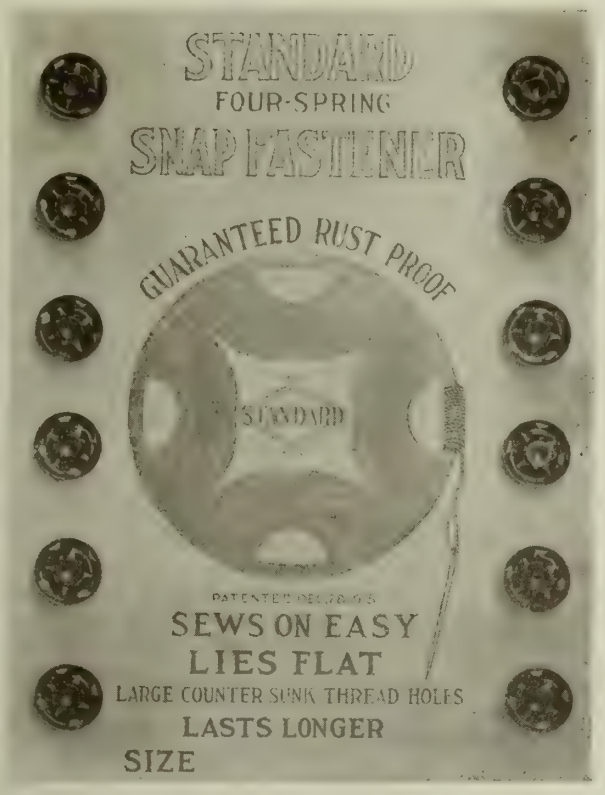
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10 REASONS why you should buy the STANDARD FOUR SPRING DRESS FASTENER.



FIRST OF ALL

A GOOD ONE, MADE IN CANADA, by CANADIAN PEOPLE, and for CANADIAN TRADE.

SECOND REASON

THE STANDARD FOUR SPRING DRESS FASTENER is made from the HIGHEST GRADE of SPRING BRASS obtainable. GUARANTEED absolutely RUST-PROOF and NON-CORROSIVE.

THIRD REASON

EXTRA LARGE COUNTER SUNK thread holes, thus preventing the thread from being cut by the stud or wear of the fastener.

FOURTH REASON

Owing to the FORM of CONSTRUCTION WILL NOT SLIP while being sewn on the garment, thus saving time and misplacing of fastener on fabric or destroying same on light materials.

FIFTH REASON

HIDDEN DOME OF STUD which prevents WEARING HOLES in the fabric as other fasteners invariably do.

SIXTH REASON

Its NON-BREAKABLE, INVISIBLE, FOUR SPRING SOCKET which can go through the LAUNDRY without FEAR of the MANGLE or IRON. SPRINGS and SOCKET being constructed out of ONE PIECE OF METAL. Consequently NO DETACHABLE SPRING TO BREAK as often occurs in other dress fasteners.

SEVENTH REASON

SURROUNDING WALL OF SOCKET PREVENTS SLIPPING, the BUCKLING of the fastener or tearing or puckering of the fabric. Once sewed on it becomes permanent and part of the garment.

EIGHTH REASON

The STANDARD FOUR SPRING DRESS FASTENER is the most PRACTICAL one ever invented and a BIG MONEY SAVER to GARMENT MANUFACTURERS, owing to the rapidity with which it can be attached; also its NON-BREAKABLE qualities as well as its attractiveness and its adaptability for everything a woman wears. This in conjunction with our ABSOLUTE GUARANTEE back of each and every STANDARD FOUR SPRING DRESS FASTENER makes a PERFECT and IDEAL DRESS FASTENER, SECOND TO NONE and SUPERIOR to others.

NINTH REASON

The only one sold in CANADA at FIVE CENTS A CARD, TWELVE TO THE CARD. Sizes—No. 000, No. 00, No. 0, No. 1.

TENTH REASON

Last of all you help to contribute to the cause of the RED CROSS SOCIETY by presenting them a coupon which calls for the payment of one quarter of one cent on each dozen fasteners purchased during the period of the War. Said coupon payable at the STANDARD SNAP BUTTON & FASTENER CO.'S office on presentation by the RED CROSS SOCIETY.

The Standard Snap Button & Fastener Co.

334 KING STREET EAST - - TORONTO, CANADA

DRY GOODS REVIEW

EQUIPMENT & DISPLAY

SEASONABLE DISPLAYS IN THE STORES

Clothing the Bridegroom in Khaki — Completing the All-Gingham Outfit — Wicker Ware With Summer Dresses—Good Selling "Basement" Window.

"New York's Latest Sensation"—"The Gingham Hat to Match the Gingham Gown"

THUS read a card in one of the windows of the T. Eaton Co.'s store in Toronto at the end of the first week in June. The contents of the window attracted a great deal of attention. For therein were a number of gingham hats, trimmed, or with all-over effects. Two figures were added to complete the "matching," both in uncut drapes of gingham, one sitting and the other standing. A number of hats on stands, and on the floor made a striking "ginghamy" window that drew the eyes, even of the male transients.

SHOWING SUMMER DRESSES

A COOL, summery air was lent to one window of Summer dresses by a wicker table in the centre with a set of afternoon tea dishes upon it. A chair with a hat perched on one arm was beside it. The dresses were upon stands, not on wax figures, which are used, but never seem to conform to the ordinary cotton Summer costume.

BRIDEGROOM IN KHAKI

A BRIDAL window that caught the interest of thousands on Yonge street, was one of the Robert Simpson Co.'s where Mr. Eddie Burns made a happy variation from the routine morning coat costume of the ordinarily unimportant groom by clothing him in a khaki uniform. Outside of another figure of a flower girl there was nothing else in the window, but the fitness and naturalness of the representation of what have been so many khaki weddings, took with the public and there was a crowd always in front of this display.

5, 10, AND 15-CENT LINES ONLY

IN THE MIDST of some of the daintiest of Summer costumes and the bright colors of the sports skirts and suits a window that was certain to prove one of the best merchandising of all was a "basement" display in one store. It represented simply a few of the goods that were on sale in the basement, very ordinary goods, not at all fashionable, quite homely, in fact, but goods that are not shown half enough by the majority of merchants. There were brushes of various kinds, hammers standing up on end, nutmeg graters, fly swatters, dish washers, feather dusters, and two or three articles with a touch of color to them to brighten the rest. One of the best selling points about the display was the grouping of the goods, one lot here, and not repeated anywhere else in the window, concentrating the attention on the line shown. There was a wise variation of "height" of the goods by the use of stands, etc. The second best thing about the window—possibly the strongest, after all—was the prominent price ticketing. Each one did for the group to which it referred and was about 3½ inches square. The same idea could well be worked with notions, and indeed any of the ordinary lines in a store that are often thought too unimportant to be honored with a whole window to themselves.

SUGGESTIVE OF PALMY SOUTH

IN EATON'S Japanese matting department there is an effective display arrangement. Three archways are formed by means of the inside of rolls of the matting being drawn out into semi-arch. Thus two rolls would form "pillars" and a third one is added which is drawn straight up between the arches. At the centre of each arch and at the top of each high pillar small mats are suspended in fan shape, flaring upward and downward alternately. Groups of three rolls stretch from the floor to the top of each arch forming other pillars. The whole effect is suggestive of the South with its palms and avenues.

Trellis work in white attached high upon the store pillars and interwoven with vines is also effective in the summer rug department. A Summer verandah is suggested and many hanging baskets and rag portieres develop that idea.

JAPANESE VERANDAH

IN Simpson's Japanese matting department bonds of the matting are hung hammock fashion about one foot apart between the ceiling beams. In the space between the strips Japanese lanterns hang and Japanese umbrellas peer over the edges of the matting giving the impression of a Japanese verandah.

NOVELTY VOILE WINDOW

A WINDOW was shown recently featuring novelty voile dress fabrics with color scheme of navy blue and white. Five different patterns large and effective were shown all of white on a navy ground draped from the piece at different heights to the floor. An all white mid-summer hat was shown at the left foreground; a navy blue hat with white trimming at the right and towards the centre, on the floor was an open parasol of navy blue silk resting with the handle upwards showing the narrow grosgrain ribbon in navy and white cross stripes which covered the frame-work and formed the wrist handle. No figures were used at all. The whole back ground imitated a low small-pane window with drab framework the panes being mirrors.

FIGURE WITH UNCUT FABRICS

A WINDOW of fancy voiles at Eaton's displayed new stripe and plaid patterns in various colors. Mauve, pink, blue, yellow and salmon was the order of colors from left to right, though the salmon was in the right foreground and the yellow in the right background. In the centre slightly toward the background a figure was dressed in the uncut fabric in pink with fine black and white stripes.

SHARING UP ON NET AND DRAPERY

THE PILLARS between the window net and drapery sections at Eaton's are utilized by both departments. Every second pillar covered in chintz plain, round and undraped as if the pillar itself were of chintz. The others are surrounded by window-width cubicles each displaying four made-up window dressing of chintz and net.

In Simpson's these cubicles are shown also but are not so high as the ones at Eaton's while on top of each corner rests a fern or a jardinere.

BRIGHT WINDOWS OF WOMEN'S OVERALLS



This window not only had light figures clothed in various types of overalls, but the ground plan was a most realistic one: live lettuce, tomatoes and other garden produce were planted in real earth! (see arrows). The girls were represented as engaged in hoeing, using a wheelbarrow and watering can, etc. The background was a painted one of fruit trees in bloom. Designed by A E. Apted, for T. Eaton Co. An upstairs demonstration by living models was held as well.



This window, like the upper one, was backed up by a demonstration by living models inside the ready-to-wear department. The "garden" suggestion included a watering can, hoe, rake, etc., with grass, instead of earth. Unlike the Eaton window price tickets were used. Designed by E. K. Lummus, for Almy's Limited, Montreal.



This Sporting Goods Window of a Dealer in Western Canada will be of suggestive value to other Retailers.

SPORTS DISPLAY

Outdoor Scenes As a Setting for Better Showing of Goods—Some Clever Ideas in the Stores

THE continued importance of sports wear of all sorts is making considerable difference in the arrangement and decoation of new stores and of a number of older ones as well. These alterations are more striking and also more frequent in the United States than in Canada, of course, for there the people have "cast themselves headlong," as it were, into this type of apparel until its bright colors have affected all classes of fabrics. While the strong restraining influence of the war holds us more in reserve, still sports wear has been accepted by us to such an extent that it is featured by almost every dry goods merchant in the Dominion. A number of appropriate touches, more or less expensive, have been adopted in several instances, some of which might be applied by the smaller stores as well as the larger ones.

Near a Golf Links

A new firm at Louisville, Ky., has its whole third floor reserved for sports wear. The floor covering of green burlap and other suggestions, create the illusion of being near a golf links. Another firm lights its window displays by casting light in the new sports colors upon the objects. These lights may be stationary and used in contrasting colors from either side, or may be arranged to alter automatically at intervals.

The lunch room in another store departs from the customary dignity of such places. It adheres to the shady bower idea. Its carpet is solid green velvet; palms are everywhere profuse; a high white lattice fence with trailing vines screens off the elevator, leaving room for garden seats where customers may await their friends. The wallpaper is of black and white stripes overprinted with lacy nosegays of rosebuds and foliage.

Sports millinery may now be illustrated by small, or even life-size wooden busts painted in conventional effects.

An idea of Lord and Taylor's brought out a street of "London Shops" in the men's wear section, and "Little French Shops" in women's ready-to-wear. In both of these outdoor apparel predominated.

Outdoor Scenes

Outdoor scenes suggesting the various sports more than styles, are favored for mural decorations above shelves and wall cases, and the coloring may easily be made to harmonize with the woodwork and other fittings. Scenes may be chosen, if care is used, which will not appear grotesque a season hence.

A Los Angeles store has its sports wear and accessories grouped about garden furniture, which are displayed at intervals in the section and displayed over rustic chairs and benches. Saleswomen are attired in sports suits, skirts, blouses, or coats, and act as models. One day a huge white canopy parasol with senciled border in black was raised over a garden table, and chairs covered with canvas were stenciled to match the umbrella.

YELLOW AND BLACK WINDOW

FAIRWEATHER'S had a window display recently which elicited many favorable remarks. Three figures were shown wearing silk costumes of Chinese yellow, with black all-over designs. Accessories were of yellow, with touches of black and white and included parasols, gloves, hosiery, neckwear, hats, etc. To relieve matters a blouse of salmon pink and white appeared in the left foreground.

PERSONAL

Adanac Overall Mfg. Co., of Montreal, have dissolved.

Hudson Bay Knitting Company, of Montreal, has dissolved.

London Raincoat Cloak Mfg. Co., of Montreal, has dissolved.

Armond Doin, hat and fur merchant, of Montreal, Que., is dead.

Barry & Co. have opened a dry goods store in East Trenton, Ont.

M. J. Kamman, dry goods merchant, of Toronto, is discontinuing retail business.

J. A. Barakatt, of the Magasin du Peuple, Three Rivers, Que., has been registered.

J. R. Smith, of the wholesale firm of G. R. Gregg & Co., died recently while playing golf.

J. P. Hennessey, dry goods merchant, of Orillia, Ont., has sold his stock to Beamish & Smith.

Toronto Yarn Spinning Company, Ltd., has been absorbed by Barrymore Cloth Co., Ltd., under latter style.

Special endeavor is being made by the business men of Markham, Ont., to retain the Markham Yarn Company industry which was recently burned.

National Shoe Company, Ltd., has been incorporated at Montreal with a capital of $100,000 to carry on a wholesale and retail business in shoes, etc.

Liberty Manufacturing Company has been incorporated at Toronto with a capital stock of $100,000 to deal in and manufacture women's and children's wear.



Give Your Clerks Full Time For Selling-

PUT yourself in the clerk's place. Suppose you had to register the total amount of every sale — count out the right change — guard against counterfeits—and make your cash balance at night—

Wouldn't you "play safe"? Wouldn't you take time to recount your change and recheck your sale totals? No clerk can sell and make change without slighting either one or the other.

If your clerks are doing this work you are paying them for what a cashier can do far better and quicker. With Lamson Carriers the itemized saleslips are sent in a flash to the main office where change is made, charges are authorized and posted to the ledger and customer's statement.

All cashiering, authorizing, bookkeeping and auditing is centralized, away from the stress of selling. One expert employee in the central desk can relieve twenty or thirty sales-clerks of the worry and responsibility of cashiering.

Wouldn't your clerks sell more goods and give your customers better service if they were free to give all their time to selling? And wouldn't you feel safer if you knew that every sale was protectd by an itemized written sale slip, double checked for accuracy?

These are just a few of the many reasons why merchants who know use Lamson Carriers.

How about your Store Service—does it give your clerks full time for selling? Our experience is at your service—just telephone or write our nearest representative.

THE LAMSON COMPANY
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Designers and builders of automatic conveying systems for saving labor in handling cash, papers and products in stores, offices, and industrial plants

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Philadelphia..1260 Walnut Street	Chicago....6 N. Michigan Avenue	New Orleans..124 St. Charles St.	San Francisco.617 Mission Street
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ONKEN YOUNITS INTERCHANGEABLE WINDOW DISPLAY FIXTURES

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NO MATTER WHAT BUSINESS YOU ARE IN

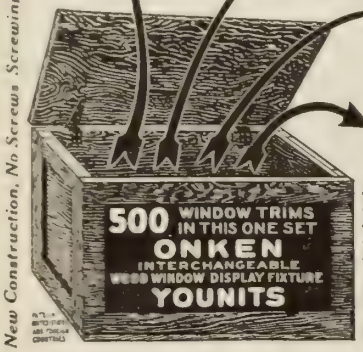
We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

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MAKE YOUR SHOW WINDOWS PAY YOUR RENT

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Set for General Store Windows
Set for Furnishing.. Windows
Set for Clothing.... Windows
Set for Shoe..... Windows

Let us know your business We'll send right catalog.

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SKIRT FORM, $10.00

It is the latest and best — workmanship right — proportions correct — finish perfect, form padded.

Will display your skirts to advantage and bring trade to your store. Shows skirts exactly as worn. No brace required — is adjustable. Waist covered with black velvet. Body covered with white jersey — legs and feet beautifully shaped. Order a few of these popular skirt forms to-day — "Sell More Skirts."

Same Form with Enamelled Bust, very latest model, $12.00.

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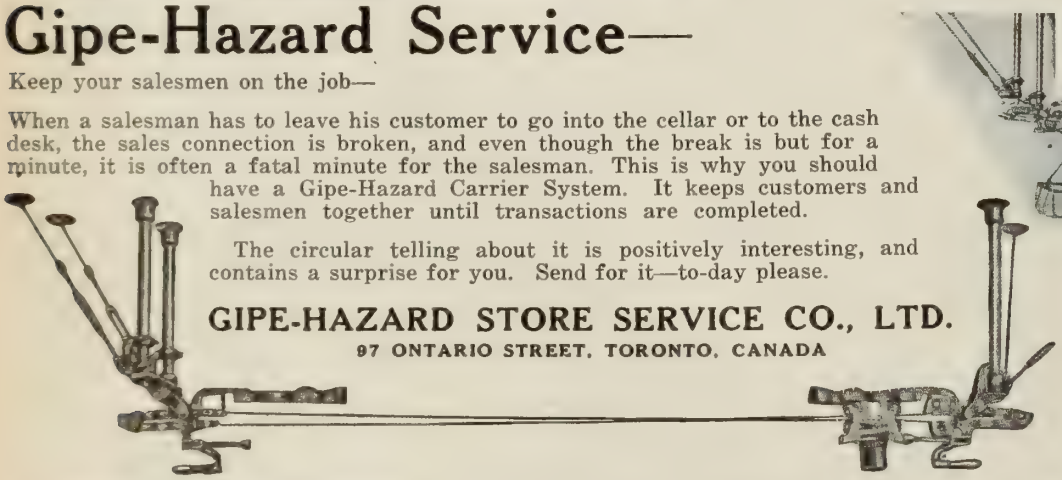
Keep your salesmen on the job—

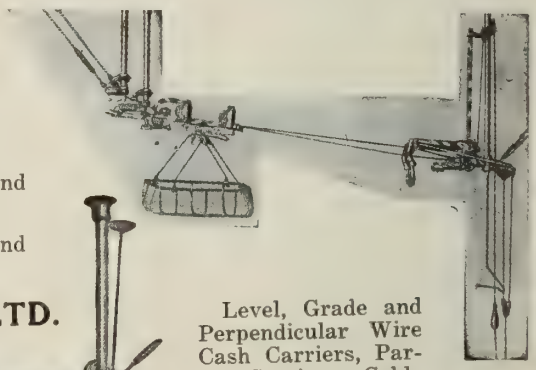
When a salesman has to leave his customer to go into the cellar or to the cash desk, the sales connection is broken, and even though the break is but for a minute, it is often a fatal minute for the salesman. This is why you should have a Gipe-Hazard Carrier System. It keeps customers and salesmen together until transactions are completed.

The circular telling about it is positively interesting, and contains a surprise for you. Send for it—to-day please.

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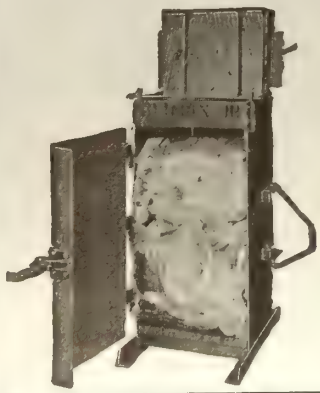
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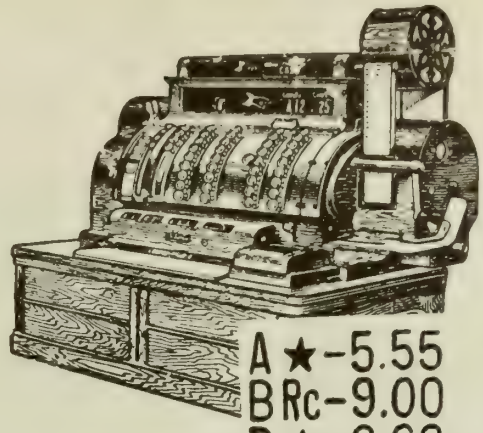
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E ★ -2.43 - 0132
B Ch -3.50 - 0133
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B ★ -0.43 - 0136
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THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete, covering every detail of every transaction. It is as safe as though lockd up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

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Section of Detail Strip

Line 1 indicates that clerk A. sold goods for cash to the amount of $5.55—transaction No. 125.

Line 2 shows that clerk B. received $9.00 on account—transaction No. 126.

Line 3 tells you that clerk D. made a cash sale amounting to $6.68—transaction No. 127.

Line 4 indicates that clerk E. paid out $2.00—transaction No. 128.

The National Cash Register Company of Canada, Limited

Christie Street - - - - Toronto, Ontario

DRY GOODS REVIEW

READY-TO-WEAR

FALL STYLES DECREED AT CLEVELAND

Suit Coats With Collars High and Wide—Uneven Lengths—Pockets on Skirts Not so Conspicuous—Coats Show Fullness of Cut—Fabrics of One-tone Variety.

PRONOUNCED enthusiasm held sway at the semi-annual convention of the National Cloak, Suit and Skirt Manufacturers' Association held at the end of May in Cleveland and members generally are preparing for a big trade next season.

Organization Has Done Good Work

Mr. Black, chairman of the style committee pointed out that the recommendations of the committee at the last convention had proved accurate for there has been no distinctive change in styles since December. He made special reference to the long coat and the sports coat both of which have been accepted. The trend of style during the last season would be a basis for recommendations for Fall.

Both Coats and Suits Remain

The developments of the last two seasons are responsible for the belief that a period of style which excludes coats, or suits or dresses or separate skirts need no longer be feared. Women have found specific uses for each of these garments in every season so that the work of designers must be expended upon all these lines.

Dye Difficulties Small

Merchants will be glad to know that the association considers the dye trouble as largely solved and is on the lookout for solutions of all the other difficulties which arise from time to time such as certain costs which ought to be lowered and too much returned goods.

Effective Details in Fall Styles

On the second day the question of style was considered in detail and from it arose further enthusiasm over the next season's prospects. Garments were commented upon as depicting more originality than ever before and being at the same time practical and artistic. The lines are simple but the details effective.

Coats shown varied somewhat in length but the majority extended to the bottom of the skirt. Almost all were belted, but with what a variety of belting! The wide belts fastened in front with big buckles are an adaption from soldiers' trench coats. Double and crossed belts, partial belts and novelty styles with looped ends, oranaments, buckles and buttons provided many other variations.

A few coats were slightly fitted though nowhere tight, but straight lines dominated. A great many models were cut with yokes of one style on another and buttons figured very prominently—more so than for several seasons. Pockets were of many sizes and shapes but the absence of extremely baggy effects was noted.



A Cleveland Model

Pompom coat showing combination of seal and ermine on collar and wide cuffs. Large buttons trim front. No. 3 in drawing on page 82 shows front.

Fur and Plush Collars

The collar continues an important feature. Fur and plush were used for it in many cases. Both these and the self collars were often out with points and reversible. A full length cape and short ones which were only exaggerated collars were new notes. Fur collars, cuffs and bands at the hem were noted in some instances.

As to suits shown, the Cleveland Plain Dealer comments thus:

Hipless and Youthful

"She must be thin next winter.

"And hipless—absolutely so.

"But more—she must be youthful.

"It's a next winter fashion tip—just out. It was decided only yesterday noon when the high commissioners of clothes sat in solemn conference in Cleveland and decided the fate of fashion.

A Bit Cruel

"Yes, it's a bit cruel to 'em, the women, we mean, after allowing them all kinds of liberty with their figures and sanctioning the fat ones among them, to go jumping back to the sylph-like figure again.

"But that's just what happened. Here we are in the midst of the barrel skirt—full gathered around the waist. And then there is the flare hip and shirred yoke and the bouffant and bustle effect.

"And these are a positive boon to her whose avoirdupois is a bit over the line, you know, because here is Fashion herself, actually—yes, actually approving—the well— the flesh."

Collars of suit coats were high and wide; even the many cape effects showed unusual height at the back. Their generous size allows any amount of variety in arrangement, shape and trimming.

Dressy and Tailored Costums

Two types of dresses were in evidence. A minority of the very dressy type fre-

(Continued on page 83)

SUMMARY OF FALL STYLES ADOPTED AT CLEVELAND

The following are the official style recommendations for Fall as adopted by the National Cloak, Suit and Skirt Manufacturers' Association, at Cleveland:

Simple lines combined with excellence of tailoring will be the dominant note of the Fall styles, whether one chooses the more severely cut tailored garment or the dressier variety. Simplicity, correctness of line and serviceability will be featured. The individuality of the wearer will be emphasized, rather than be obscured by any over elaboration of the garments worn this Fall.

SUITS—There will be two principal types of suits selected by well dressed women for their Fall use.

(a) The simpler tailored suit. (b) The dressier variety.

Tailored Suits

Straight lines, simple effects. Collars varying from the mannish coat variety to the type with adjustable buttons at the throat.

Simple tailored sleeves will characterize the type.

Some with partial belts, some without belts with useful but not over conspicuous pockets will designate this type of suit.

The length will vary from finger tip length to a length somewhat above the knee, varying with the height and the figure of the wearer.

The Dressier Variety

Varying in length from a little above the knee to a point slightly longer, depending upon the height of the wearer. Uneven bottoms to the jackets as well as partial belts will be frequent features. Cut-off waistline effects will rule, sometimes a little above the normal waistline, sometimes at the waistline, sometimes a little below, each type of garment being suited to the individuality of the wearer.

The skirts to the suits will have straight lines with the straight, narrow effects at the bottom, and enough of fullness for ease in walking, yet eliminating all unnecessary material.

COATS—Coats will be distinguished by fullness of cut and richness of fabric, combined with simplicity and distinguished by lack of over-ornamentation. The length will vary from a point a few inches above the bottom of the skirt to skirt length. Large collars that have the possibility of buttoning at the throat will be welcome features. Many interesting varieties will be produced, and much ingenuity will be displayed in making collars that are adjustable.

The waistline will be marked by belts and partial belts. In some garments the belt may be raised somewhat a little above the normal waistline to produce a youthful, slender silhouette.

Pockets will be an invariable part to the style of the coat, and a great deal of inventiveness may be exercised in the combination of utility and attractiveness in the use of pockets.

Set-in-sleeves will be in favor, although there also will be used modifications of the kimono sleeves and raglan sleeves. Large sleeves and large cuffs will be characteristic features.

TRIMMINGS—Furs and fur fabrics will frequently be used as trimmings on both coats and suits, full fur collars with fur cuffs predominating when furs are used. Embroidery and braids may be used as trimmings where appropriate.

FABRICS—Fabrics will be of the simple, rich, monotone variety, such as velours, broadcloths, kerseys, burellas with the fancier cloths of delicate, subdued character.

COLORS—The colors will be of the deep Autumnal shades, such as brown, navy, black, dark greens, wines and greys.



STYLES for FALL GET OFFICIAL O.K.



THE ILLUSTRATIONS

ONE.—This suit belongs to the dressier type. It is black broadcloth trimmed with seal and has the new uneven effect at the bottom of the coat.

TWO.—An extremely dressy coat of wool velour in a shade of green just a bit darker than chartreuse The distinguishing features of this coat are the peculiar placing of the belt and buckle and the fullness on the sides made by four deep folds in the cloth. Collar and cuffs are of seal.

THREE.—One of the best coats shown. It is typical of the straight line effect without belt. The front is cut like the back. The combination of furs, seal and ermine, on collar and cuffs is very new. The cloth is bolivia in a rich deep greenish blue color, almost peacock blue. Shiny black buttons are used for ornament.

FOUR.—Another suit that utilizes the uneven length in the coat. Many buttons are used for ornament. The collar is of Kolinsky, a fur that promises to be very popular. Shown by courtesy of Cleveland "Plain Dealer."

SOME OF THE BEST MODELS SHOWN AT CLEVELAND

FALL STYLES DECREED AT CLEVELAND

(Continued from page 80.)

quently had from one to three bands of fur or plush around the bottom. The other class of dress adhered closely to plain tailored effects.

The bottoms of some of the coats were uneven especially in the case of suit coats where often a front panel was shorter than the sides and back. More elaborate suits had deep points and unusual slashes. Only one military suit was shown.

Skirts continue to hover about the boot-tops or slightly below and may be said to be slightly narrower than last season. High waist lines seem to be the thing for Fall suits. A similar originality in belts marked suits as it did the coats.

Miss Hyatt, the American style secretary pointed out a number of factors necessary to obtain certain effects and stated that she preferred set-in sleeves for ready-to-wear departments.

Beginning with the next convention garments exhibited will be credited to their designers.

Big Problem to Obtain Materials

In the report from the welfare committee it was remarked that a period beginning with the Fall season of 1915, up to the present had probably been the most prosperous one in the history of the industry and the opportunities now were as good as ever. The problem which is before them, however, is not one of making sales but of obtaining the material which they will require and their duty to the Government's requisites was obvious. That a committee be appointed to co-operate with the Government and to interview woolen goods manufacturers, was advised.

MIDDIES

New Lines Show Sports Materials—Colors for Silks as Well as Cotton—Garden Smocks Featured

MIDDY Blouses have pretty well succumbed to the necessity of having a touch of sports-figured material somewhere in their anatomy. Collars, cuffs and pockets are the members affected most, but sometimes the influence spreads to a belt and hem as well. Other cases have the sleeves and body part of the brightly-figured materials with collar, cuffs, pockets and belts of plain goods.

Colors for all Styles

These arrangements apply to pongees and tussahs as well as to piques, ducks and other cottons. Some plain unbleached linen middies have rows of soutache braid in one or more colors and usually a silk tie to match one of them.

A number of middy coats are in one solid color with white collars and trimmings. The favorite shades for these are canary, green and rose.

Silk middies and middy coats continue very popular this year. One manufacturer has gone out of making cotton middies altogether and is making up ponge and Habutai instead. The chief reason for the change is due, he says, to the difficulty of getting cotton middy cloth. He reports having sold more silk middies this year than ever before.

Fancy trimmings are used sometimes on the Habutai middies, though those which are all white and untrimmed are big sellers. One very dainty garment has sailor collar, cuffs and tie girdle of rose pink crepe de chine. Several of the Habutai and pongee order have full pleated pockets this year. One $10.00 slip-over middy of white crepe de chine has the pleats of the pockets caught into a band of old rose braided with old rose soutache. The round neck and cuffs are finished to match and an old rose crepe de chine girdle accompanies.

Smocks are still reported as selling well. Eaton's have a large table of garden smocks which follow out the same tendencies as noted above. Chintz pockets, collars, etc., are seen on some of these, in addition.

Beattie Bros., dry goods merchants, of St. Catharines, are enlarging their premises.

Robert Innes, pioneer of the dry goods business, is dead in Peterboro, Ont. Deceased entered the dry goods business in Peterboro in 1856 with Nicholls and Hall. Subsequently he became an active member of the firm which was reorganized and known as Hall, Innes & Co.

Two More Models From Cleveland



FIVE.—This was selected as a specially good type of plain coat. It has the slightly raised waist line, a close-fitting collar of the cloth, sleeves in one with the body of the coat and the slim effect generally. The color is taupe, a shade which promises to be very good the coming season.

SIX.—A simple tailored suit of plum-colored cloth. The colar is of the cloth and fits the neck snugly. The belt is in one with the back of the coat. Rather unusual pockets are really an extension of the belt. A shiny black buckle fastens the belt in front

TYPES OF NEW YORK SUITS FOR FALL



The double collar, the under one of which is a smart little cape, designates this suit as strictly a Fall 1917 model. The material is broadcloth except for the velvet roll-collar and the corded band trimmings which are piped with satin.



Suit Becoming to Stout Women

Large women will like this sveltline suit with its cleverly cut collar, properly adjusted fullness and long coat, all scientifically designed to make her look as slender as possible.

EARLY FALL SUITS

A Gracefully Slim Silhouette Favored—Tailored Sleeves—Belts a Feature—Velours, Broadcloths, Serges and Gabardines

INTEREST at present centres largely in the possibilities for Fall suits. For Summer the wash suits adhere so strictly to a few prevailing fashions that people are looking for something original for Fall again, and we note that so far the models seen are in accord with the report from the Style Committee at the Convention held in Cleveland, reported elsewhere in this department. The length of suit coats as seen in Canadian factories is almost always 38 inches. But as usual, exclusive models take liberties, usually by extending that length. Some of the plainly tailored, popular-priced suits will be but 36-in., but the 38-inch style will be the big leader.

Few or none of the large bulging patch pockets will be made on Fall suits. A trig, gracefully slim silhoulette is favored. Even the barrel shaped garments incline to very low curves. in their lines.

Tailored sleeves are found on the majority of suit coats which means they will incline to small widths. Collars on suits are more often two-style than three-style as last year. They lie flat, possibly so that furs may have a better chance. The roll style coming fairly deep in front is good and the real tailored mannish collars are within the realm of possibility as suits designs develop.

Belts or partial belts are quite as much a feature of suits as they are of coats, but the loose sash of Summer suits is not shown.

A few smart models show slightly semi-fitted cuts, suggestive of the Directoire Mode. These look well with the smaller collars and tailored sleeves. Little trimming of fancy kind is noticeable so far.

Velours, broadcloths, serges and gabardines are the materials used so far. These are, of course, in solid staple colors for the most part, though a few in two-tone checks, or checks with one color and black appear.

The number of Fall suit models offered up to June first is of course comparatively small to what this month will bring forth. It is thought, however, that the general tendencies and fields for originality are rather definite as described.

SOME FALL COAT FEATURES

Velour Material, Straight-Lines, Waist Lines, Cafe Collars—Military Effects Seen—High Prices Everywhere

THE BIG fashion features of the Fall coat program may be set down briefly as velour, straight-lines, waist-line, indicated cape collars and high prices. All of these may or may not be combined into military effects, but in many cases the probabilities are that they will. Then there is a side line which are having a noticeable vogue, as mentioned in last month's DRY GOODS REVIEW, and which is being taken up by some of the Canadian manufacturers for Fall—that is, the long cape usually military in style.

Good Materials Costly

As to the first of these big features, coats of velour will probably be very high in price, for it is quoted to manufacturers now at $2.10 a yard. Pile fabrics of all kinds, from corduroy and velveteens to sealette, are being made into coats also. There are some doubts about pile fabrics being as popular this year as last, the reason being that some models not of the best materials did not give satisfactory service, and the best are too high in price. The best of these are also high in price. One of the smartest Fall models has the season's straight lines, is loosely belted, has pockets, and fur collar and cuffs, and will be retailed some where in the neighborhood of $75.00. "Materials cost so much this year that I don't see how on earth the people are going to pay for them, when we get through with them," said one manufacturer.

Broadcloth is another fashionable material. Beavercloths, kerseys, Whitneys, caracul plush, curl cloths and tweeds about complete the range of fabrics, and so far as the numbers are concerned in the Canadian trade the last mentiontioned will find biggest sale. One manufacturer has a sample check tweed in brown of which he has sold 1500 already. "There are fifteen of this number sold to one of the high-class models," he said. The collar is quite wide and has a panel set in across the back; a belt and a patch pocket are its other features. It is piece-dved, however, which is used for fashionable coats.

Coats Narrower at Hem This Year

Straight lines lead. There is no flare on any of the coats, but a few of them are barrel shaped. Where the skirt of the coat is rounded the waist-line is normal and held in slightly more to the figure than in the strictly straight silhouette. In straight effects the belt is usually at the normal line, but there is nothing to prevent it from slipping a couple of inches up or down for an original young girl. The very deep fur bands which characterized last year's models are not seen this year at all.



This Fall coat represents a style which has been modelled after the most expensive garments in Hudson's Seal for the coming Fall season. There is, for instance, the double cape or shawl collar, designed for wear as a storm collar, and is accordingly of sealette material on both sides and convertible. The coat is equipped with a belt about four inches deep. The length is 47 inches, and the sweep 80 inches. The collar is nine and a half inches deep in the centre behind. Shown by the W. R. Brock Co., Limited, Montreal.

Fur Fabrics for Trimmings

Fur is still used for trimmings, but to a much less extent than last year, and more often the clever imitations are used instead of the real fur. Especially is this the case with mole, beaver and seal. One stunning mole-colored velour coat is trimmed with tabs and buttons on collar and cuffs and has a four-inch band of mole fabric across the back of the collar. These imitations of furs are so well made and so high in price that they are quite eligible to appear in luxurious society. Where fur is used to any extent it usually takes the form of deep cuffs and a deep square collar, finished with a fringe of tails. A few models are shown with black rabbit trimming, but many people prefer the good fabric imitations to cheap grades of fur.

Various Cape Effects

Although there are some doubts expressed as to the advisability of Canadian manufacturers trying to push the long capes for Fall, many are agreed that some indication of the fancy capes will be accepted on coats. Hence a variety is shown. Some little capes, just hang between the shoulders from under a roll collar; others venture over the shoulders and reach the elbows. Some coats have collars which are very like a cape all round. After this comes real capes of varying length and detachable, but they do not meet in front except where there is no coat underneath.

Shrapnel Shell Buttons

One Toronto manufacturer is show-

ing a novel military coat of navy blue beavercloth. It has an extremely wide reversible collar, a real military belt similar to the soldiers' leather money belts, except that it is made of the coat material; the little change pockets are attached.

Smart Stout Sizes

For stout Figures there are some very good models this year, a trim tailored effect being obtainable by the straight lines, belts and rather narrow widths at the hem.

A Drecoll Model

(Sent from Paris to The Review)



Evening gown of orange liberty satin veiled with a tunic of smoke-grey mousseline de soie; metal and silk embroidery; grey marabout on sleeves and tunic.

TAILORED BLOUSE FOR FALL

With Stock and Jabot or Ascot Tie—Fancy One Trimmed With Lace—Satins for Fall Questioned.

BLOUSES are maintaining all the variety that the early season bequeathed them. No sooner does one manufacturer come to the conclusion that he had better eliminate jabot fronts than in comes the biggest order of the season for that very style; another man decides that blouses with large flat collars must be about run out when the next specifications call for "V-necks and deep, wide collars, with prints on the shoulders."

As sure as a blouse-maker comes to the point of specializing upon any one style feature, something tells him—and it is not always conscience—that his customers will not be satisfied without all the old touches, and as many new ones as he can think up. Just now one manufacturer perceives that a blouse is required which, having a reversible collar, does not appear so—one which when open at the neck beguiles you into thinking that it has no desire or ability to be anything else, but one which is so two-necked that it may be fastened up snugly to the throat, even to the point of disguising its former self. Let us hope that such an interesting character will be born immediately.

Meanwhile, two blouses, with one collar apiece, be it high or low, or else one blouse with the familiar reversible neck-finish, are worn by milady.

DRAWINGS ON NEXT PAGE.

No. 1.—The clever use of tabs and smoked pearl buttons adds note of originality to this exclusive Fall model. The material is velour, of course, with all the richness that taupe within and without can provide. Both belt and buckle are of the velour. The trimming on the colar is a Fall fabric which leaves nothing to be desired in the work of imitating mole. You notice, too, that the cuffs flare up and the pocket-flaps flare down. The pockets are inset. Made by the Canada Cloak Co

No. 2.—A handsome Fall suit of green velour. The skirt has a back belt with three rows of stitching, set-in pockets with slits that curve towards the front; two loose pleats in panel effect at the back, and they are cut to extend in straps over the belt with a green and black button on each strap. Within, the coat is brilliant with golden-colored lining taffeta befigured with blue, green, black and fuchsia shades. Without, its classical features and lines are evident. Down the centre back are two wide pleats meeting over the seam and loose below the belt. The collar and cuffs are of black plush. Made by M. Pullan & Sons

No. 3. — White voile continues dainty and dressy for another season. The shirred collar may be worn more than one way and is a favorite with its real filet sides; the double-breasted effect and tiny touches of rose in the white embroidery make the whole altogether lovely. Model from new lines of Ladies' Wear, Limited.

Tailored Blouse a Feature for Fall

Some people are talking of putting her in satin for next Fall, but there are those who think she will not "stay put." She likes the soft cling of crepe de chine, Georgette, and Japanese silks and these may be had in good quality without thickness, which cannot be said of satin. Satins for gowns, suits and wraps are quite the thing, of course, but the softer sheer silks mentioned will still form the big majority of both tailored and dressy waists. Those that are fancy are to be trimmed with cluny and torchon laces and fine tucks or cascade fronts. Otherwise the strictly tailored blouse with stock and jabot or Ascot tie is to be a feature for Fall.

One model which is popular already is an absolutely plain flesh-colored crepe de chine with Ascot collar and tie. This will very likely be a good seller again in the early Fall. Nowhere are women expected to wear the high collar in the hot weather, but there is no telling what will happen in cases where that type of collar is really becoming.

Contrasting Tints Best

Maize, flesh, white, and grey, are the colors that will sell best. A number of the dark shades such as navy, ocean green, Burgundy, wine, and brown, will sell only so far as they can be matched to the shade of suiting material chosen—which will probably be not very often. A contrast is safer than an attempt at harmony these days—which applies to color combinations as much as to one's relations with Germany.

Cotton Voiles of All Grades

For the remainder of the Summer, cotton blouses have an important place and almost invariably they are of voile. Variety is provided in the many fancy weaves and colorings. These novelty materials hail mostly from the United States and the finished blouses range in price from $9 to $24 a dozen. Among these are included the high solid color blouses which at a short distance have the appearance of Georgette. Then there are blouses of English voiles, mostly white and daintily trimmed with lace, which are priced at $18 to $36 a dozen. Finer than these again and frequently elaborated with handmade lace and delicate hand embroidery are the French voile waists, which vary in price according to the amount of handwork from $27 to $100 a dozen.

Where handmade laces are too high in price to make a blouse readily saleable, some fine Nottingham imitations of filet, cluny and torchons, in linen and cotton mixtures are proving very attractive.

New York is still talking much about handkerchief linen blouses for Summer, but comparatively very few of them are shown in Canada.

New Fall Lines of Canadian Manufacturers



No. 1.—Exclusive Fall Coat. Shown by Canada Cloak Co.



No. 2.—A coat of distinction. Shown by M. Pullan & Sons.



No. 3.—Early Fall Blouse. Shown by Ladies Wear, Ltd.

NO BULGING POCKETS FOR FALL

New Skirt Models Omit This—Big Business in Wash Skirts—Novelty Silks and Cottons Continue Active.



military cape ...e. It bespeaks ... of the day The mater- ... The hat, too, is a re- ... broid-

WEARING 'EM IN ST. LOUIS

A MANUFACTURING firm in St. Louis are clothing their 1,100 girl employes in overalls. A statement from St. Louis says that the girls wearing the overalls find them very convenient to work in, as they give more freedom of movement and are cleaner and more sanitary than most of the girls' dresses. The overalls are made of stout material and are designed along the lines of the pouplar bungalow apron. They have long, baggy trousers, with pockets on the front.

NOTWITHSTANDING the cool Spring weather, repeat orders are beginning to come in for various lines of Summer skirts. In the larger centres, where most women feel that they must have a novelty Summer skirt, whether or not, the collar portions will remain unchanged through the onslaughts of sun, sand and soap, great numbers of the colored novelties have been taken up. And, indeed, many of these purchasers simply cannot wait until the weather permits the discarding of the Spring coat. Early in June the sports skirts were appearing from under the top coats.

The interest of the public is still rather keen for the novelty silk skirts. These have sold remarkably well. If cotton goods manufacturers had not so successfully reproduced in cottons the silk patterns and silk and other fabrics, there is no telling how many more people would have indulged in an "exclusive" silk skirt this season.

Cottons Imitate Silk and Wool Models

Many of the cottons, too, are very like the wool fabrics in weave and design. One skirt is to be had at $3 retail, which is made of cotton serge in brown green and white plaid, and is neatly pleated at the sides and belted. The material is soft in finish and is a good substitute, in appearance, for the high-priced all-wool serge.

In smaller places where more conservatism is mixed with the desire for what is fashionable, cotton skirts of basket weave, honeycomb cloth, cotton gabardine and Oxford skirting with stripes and plaids having the color woven in and fast, have sold well. These, like the more brilliant spot designs, are made up in straight effects about two yards wide, unless pleats are a feature, frequently shirred at the waist. have shirred or pleated pockets and straight belts. The newest models have very wide belts —perhaps six or seven inch—and quite straight. Of course they must not be tight fitting when cut so, for no allowance is made for the curve at the waist. Four or five buttons are used for fastening up the centre front.

White Skirts Are Not Replaced

But apart from all the colors that bedeck a Summer maid so frequently, there are still times when she will appear in garments pure white. and there are many Summer maids and matrons who will appear oftener in white than in the colored novelties. While the white skirts accept quite generally the cut of the colored models, as to pockets, belts, pleats and straight lines, one point is noticeable in the higher grade white skirts. That is, that in the large majority of cases the pockets are either set in, having their openings at smart angles and sometimes caught with buttons, or else they are quite flat though still large and of original design. Buttons both large and medium are frequent. Bedford cord is a leading material for white skirts. A touch of piquancy is added to some of the white linen Palm Beach and other white skirts by attractive designs embroidered in wool on belt and pockets. Sometimes the wool is in one color only, or again several colors are combined.

Novel Features of Imported Skirts

One of the newest imported serge skirts is cream with black, grey and mustard stripes in clusters. A panel back and front, with the stripes running lengthwise is pleated so that the light ground is hidden. The sides are cut the opposite way of the goods and pleated also.

Ribbon skirts which are the latest whim are considered in detail in our ribbon department.

A few white serge and white gabardine skirts in all wool—in which case "white" is ivory—are shown in attractive models with pleats and sometimes with fancy silk stitching in white or colors, or with touches of wool embroidery.

Pockets? Yes, But Not Bulging

So far Fall skirts are adhering in cut to the main features for Summer. Side and panel pleats are favored and the bulging barrel pockets are not at all. Pockets cut in one with a fitted girdle-yoke, or set in, having the opening bound with military braid, are being made. Military braid is an important trimming item and so too are smoked pearl buttons. Plain rows of St. Louis stitching in self-colors or in contrasting dark shades of silk will adorn many of the Fall skirts again. There are a few skirts which bear the barrel marks, but the straight skirts are strongly in the lead on many shelves ready for those "quick delivery orders."

CAN'T YOU HEAR THEM COMING?

... of 1918

designs are to be fitted into these huge

... her the powers that be will be able ... ough actually

WHITEWEAR FOR 1918

Catering More to Popular priced Demand —Fancy Stitching in White in Next Spring's Lines

THE SEASON which is now about closed for Summer whitewear, is the best one for a number of years. Manufacturers say that this is due in part to the prevailing fashions as well as to the general inclination of buyers during the past year or two to demand the better class of goods. So far as the present prices are concerned, the wide skirts are much more creative of business for whitewear people than were the narrow skirts of a few seasons back. The present season requires more whitewear and of a daintier sort than was worn previously. For this reason the whitewear business has been very satisfactory. One firm reports having sold up everything which was made for this season's business, and are now well on with their list of samples for 1918.

One fact that is noticeable in the new samples is that manufacturers are catering more to the demand for popular priced garments than during the past season. The better materials and garments are in demand still, of course, but people seem to have curtailed the demand for high priced goods to some extent. There is, however, almost no demand for the class of goods that once was very cheap, for all are considerably higher in price than people generally care to pay. Many novelties are still being made of course. Fine laces, embroideries, especially insets of fine organdie and a good deal of hand work characterizes the newest novelties in the high class goods. There are also novel uses of oranments made usually of ribbon, the colors being still flesh, sky, and white. One firm has made up a good range of novelty garments from blouse fronts which they had in stock when the blouses were fastened in the back. These come in very useful for the elaborate embroidered and lace trimmed gowns.

One new range shows a good deal of the fancy stitching in white. This stitching is similar to what is being shown in silk on the finest class of cloaks and dresses. Some new designs have been brought out effectively, too, by the lace and embroidery being appliqued on to a yoke and sleeves of net. This idea is carried out in flesh colored crepe de chine garments by the use of flesh colored net. Hemstitched crepe de chine, and also Habutai silk, remain popular fabrics for lingeries next year.

NEW YORK STORE NEWS

(Continued from page 59.)

Stern's are showing white serge suits, one of a short waisted French design with skirt and coat-skirt accordeon pleated and embroidered in gold; it has two narrow belts. An elaborate afternoon frock is almost entirely of ecru thread lace with inserts of gold Georgette between the flounces.



Stylish Silk Sport Suits for Hot Summer Days

The skirt to the left and the suit on the right are of contrasting colors [illegible]. They are made for comfort during the days when Summer sets in [illegible] making you feel sultry and comfortable.

Tub Silk Blouses

The big demand for immediate wear in blouses is for handkerchief linen and tub silk. "The coming season can only be distinguished from the one passing by a little higher collar and a more tailored effect. I look for a very big season in Georgettes and in crepe de chines," said a big manufacturer.

Novelty Sweaters

A slip-over sweater is ribbed and fitted from the waist down; the top part is slightly bloused. It is made in various colors with white sailor collar and wide white cuffs.

Sleeveless sweaters are ultra-smart. One made of green wool-back silk tricotine has a double collar and four pockets in front. The addition of a detachable cape of white wool jersey fastening at the shoulders produces a sports coat.

Lettuce green is the color of a jersey model which has cut collars and cuffs of white for contrast.

The Box-Tex Cloak Company, Ltd., has been incorporated at Toronto with a capital of $40,000 to take over the present company of that name and manufacture wearing apparel.

COAT DRESSES FOR EARLY FALL

Much Interest Revealed so Far—No Cessation in the One-piece Dress—Summer Styles For Stout Figures.

ONE-PIECE dresses for next Fall are more interesting than ever. They show more originality of design than the majority of last year's models but the straight lines still dominate. For early Fall the coat dress promises to be the leader. Some smart models are shown in broadcloth, gabardine, serge and satin, and a few of them are barrel effects. One creation of bottle green gabardine has 60-lign smoked pearl buttons from neck to hem; it has a pleat down either side of the front and small box pleats from a heading just below the hips to the hem, at the sides, the heading conceals the large inset pockets which accentuate the fulness at the sides. Another model of Burgundy broadcloth has deep sailor collar and cuffs of wallaby. Still another attractive coat-dress is of cream serge, with smart shoulder cape and long girdle.

Devices to Suggest a Coatee

Coming to dresses proper, one finds many showing a coat effect either at the back or front. Being quite short, there is no resemblance to the Russian blouse which is so popular in present styles. The effect is usually produced by the back of the bodice coming down loosely over the skirt or else, in front, by a vest or vestee effect of different material inserted down the centre of the bodice. A soft crush satin girdle or one of black ribbon velvet frequently appears where the coat effect is not.

Satin With Serge for Fall

Combinations of black satin with navy blue serge, gabardine or velvet—or sometimes green, brown or Burgundy, substituted for the navy—are favorites for Fall. Dresses all of velvet and all of serge are being made too. Pleats remain quite good, especially where the serge predominates. The satin gowns lend themselves well to draping, and therefore the barrel lines are more frequent with satin than with other materials.

Few High Collars to be Made

Lock necks and flat collars of some soft white goods are the rule. One manufacturer, however, intends to make up a few models showing the high stock and jabot. These he thinks will be much less in demand, however, than flat or draped effects, so far as dresses are concerned. Satin, Georgette and organdie will be used at the neck in most cases.

A considerable amount of hand embroidery is being shown again on the better class goods. Bead trimmings too are good. Machine stitching will be shown on a great many Fall and winter garments, but the hand work is considered a little more exclusive.

Adapted for Stout Figures

At present a number of clever Summer styles are being shown for stout women. They include one-piece linen gowns in rose, blue, lavender, green and oyster, embroidered in white; then there are dainty voiles, where again the coat styles have good effect. In these white is combined with dotted or striped designs or plain colors. One frock has pale pink voile in a long coat-like tunic, belted and coming over a pleated skirt of white voile; the pink does not meet in front but leaves a full length panel of the white showing, which ends at the square neck. Hemstitching and tiny buttons are used to trim.

Other gowns of blue, black, sand and gold serge and gabardine are especially designed for stout figures, to which a great many of the prevailing straight line fashions are easily adapted with smart results.



Simply Gingham

Young ladies in New York are not old-fashioned but they are purchasing gingham frocks for Summer like this one, and they like patent leather belts with them, too.

TRIMMINGS

THOSE who were fortunate enough to have on hand a supply of French metallic laces are finding them an interesting line at present, with demand active for next Winter's retailing again. Even after several seasons' vogue these gold trimmings continue to appear on fancy blouses, dressy hats and evening gowns. The last, of course, no longer forms an important part of Canadian women's wardrobes, but it is safe to say that the majority of what elaborate dressy gowns are worn show a touch of gold somewhere in their make-up.

Costumes of silks and satins and fine wools call for much of the richly-colored Oriental trimmings. Embroidery, beads and sequins in black and colors and in trimmings, especially of the wide widths interest buyers considerably. From present indications it looks as if the supplies to be had of all these goods will be considerably less than last year. The number of buyers going to Europe lessens materially each year with the continuance of the war and domestic firms have not sufficient labor to supply the demand for their outputs. A variety of trimmings will, therefore, have to meet the lack of French and Swiss goods next season, for trimmings will not be dispensed with.

PARIS FASHIONS

BEADS used for embroidery motifs, are getting very fashionable. I have seen various models of Crepe de Chine tea gowns trimmed with a border of beads worked into a Greek design; in some instances the tea gown was pink, and the beads "bleu horizon." The same in lilac, trimmed with pink, was extremely dainty. The collar was a scarf, as described above, and the sleeves were very wide open, short inside the arm, and very long outside, fully covering the elbow, and ending in points, which, like the scarf points, were trimmed with bead tassels, which, notwithstanding being an ornament, helped to make the material hang properly.

The sleeves of blouses and costumes are mostly long, with no cuffs put in. The end of the sleeve adopts various shapes, among which I must mention a frill held at the wrist by a tiny band of embroidered material or a ribbon according to the trimming of the whole dress or blouse.

CORSETS FOR FALL

Softly Boned and Low-Cut Models—Adjusted Prices Leave Excellent Values

SALES of Fall corsets will more than ever be concerned with the softly boned and low-cut models. Greater variety of trimming and materials is to be offered than ever before, and it is claimed that recently adjusted prices and styles offer better value than could be had during the past year.

As the prices in the finer lines, which are favored at present and which indicate being more popular than ever next season, are those falling between the five dollar and seven dollar and a half marks.

One model of splendid lines is made of satin finished broche, in white; there is an elastic inset at the centre back and centre front of the skirt to provide ease at all times and yet clinging neatly to the figure. This line is a good seller at $13.50 retail.

Back-Fastening Brassiers

An increasing proportion of people are using the back-fastening brassiers. In fact quite as many of that style are selling now as of the original front and crossed back models. It is being learned by actual experience that the back-fastening styles do flatten the bust and give general satisfaction. Especially are they popular in the meshed bandeaux, where a fancy corset-cover is to be worn over it.

RIBBON GIRDLES

RIBBON of narrow width and in one or a combination of colors braided into a rope girdle and finished with long silk tassels is the newest bit of fancy work. Fifty yards of ribbon are required for one girdle, to which ribbon firms will grant their sanction.

Robert Morrison, dry goods merchant, of London, Ont., has sold to A. J. McTavish & Co.

Snapped at the Woodbine



Figure one is wearing a smart wrap of serge with hat of straw and Georgette.

Figure two wears a gracefully-cut military cape with button-brimmed slashes for the arms. The full front is confined to the figure, with a sash belt. The wide revers, the large convertible collar, pockets and the uneven lengths are new features that should be noted. The hat is a white satin tricorne faced with velvet with high upstanding plume of Paradise.

Just Out for Fall



This lightly boned corset is made of delightfully soft mercerized batiste designed to meet the ideas of the woman of slight or medium figure who carefully follows the fashion tendency. It is distinguishable by its low bust, delicately indicated waist and flat back and hip lines. Shown by Canadian H. W. Gossard Co., Ltd.

THE STORES WILL CO-OPERATE FOR "BABY WEEK"

In Hamilton Displays of Infants' Wear Will be Made at Roller Rink, Where Medical Health Officer Will Deliver Lectures—Souvenir of Health Hints and Weighing Babies, Free, Will be Feature.

THE principle of co-operation among the merchants of Hamilton will be carried one step farther this year, for the last week of June will witness a combined celebration, or "demonstration," it might be termed more fittingly of "Baby week," at the Roller Rink, where the stores will have exhibits of everything they carry in their Babies' or Infants' Departments. To add to the public interest the Medical Health Officer will deliver lectures, with lantern slides, on food, clothing, and the proper care of infants. The whole event is certain to draw attention as never before to the goods that are carried in the departments devoted to the youngest children, and sales should benefit materially during the rest of the year.

Credit for the idea of "Baby Week" in Canada is given by many to a Hamilton firm, the G. W. Robinson Co. Last year, DRY GOODS REVIEW noted some of the methods they employed and these proved so successful that they will be repeated this year in almost every particular. Then, mothers were invited to bring their children to the store to be weighed.

Instructions from Experts

Literature was given them on the care and feeding of babies, which was prepared by expert medical men, and physicians and nurses were in attendance from time to time to examine the babies and give reports to the mothers. Cards were filled in with the parents' name and the age and weight of the infant.

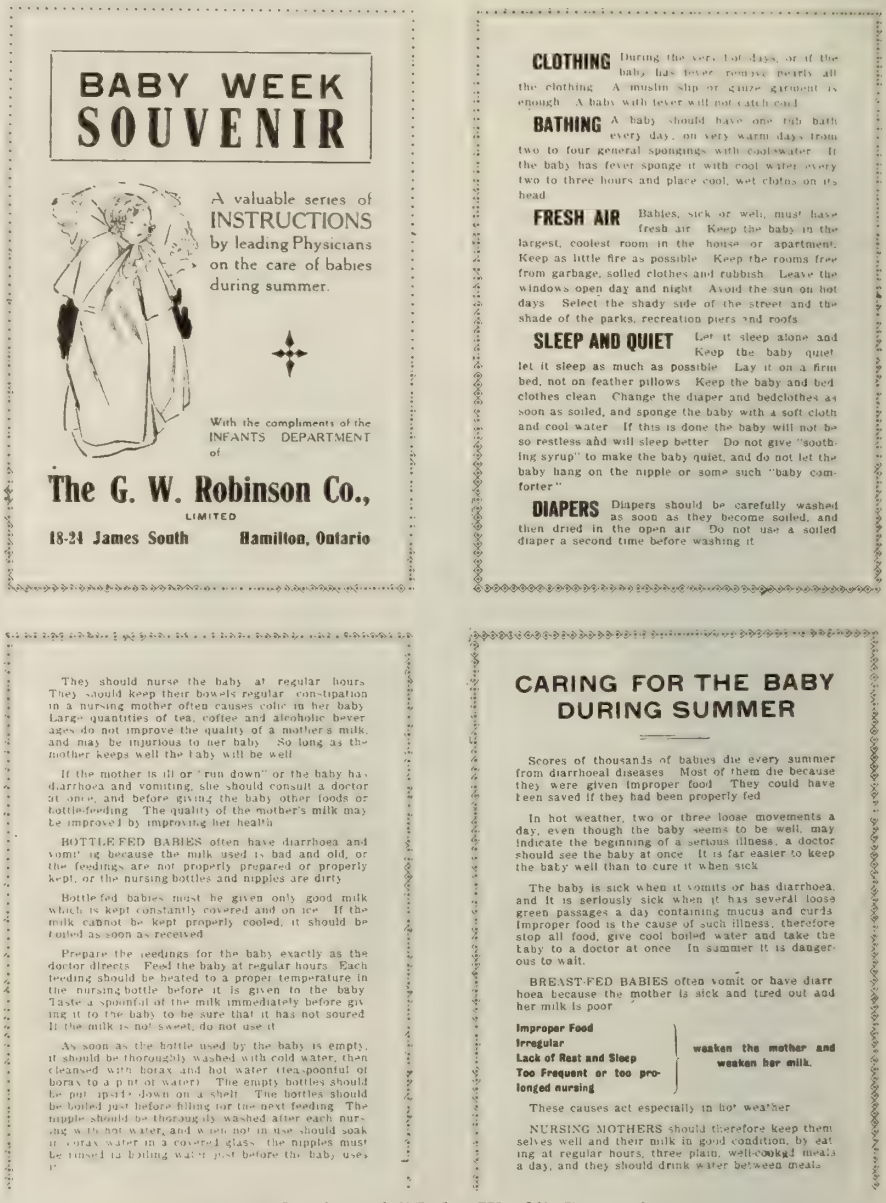
These names were used for sending out announcements regarding the Infants' Department during the year that followed and will be used as a mailing list for invitations to the mothers to bring the children back to be weighed again this year. The store advertisements will also extend the invitations publicly.

The G. W. Robinson Co. have had leaflets prepared again this year, and will extend their infants' department considerably for the week.

Lines of Infants' Goods

Everything needed for the care of the baby will be displayed both in the department and at the rink. Besides all sorts of clothing—hoods, coats, dresses, underwear, carriage clothes, pillows, bootees, padded silk coverlets, and kimonas—there will be shown a variety of toilet articles in painted, tinted, and plain white ivory, painted clothes racks and hangers, towels, wash cloths, sponges, silk and ribbon novelties for pins, hot water bottles, etc., rattles and small articles of celluloid. These are carried in the showcases in the department all the time, but the range and numbers will be considerably increased for "Baby Week."

This "Souvenir" or leaflet issued by the Robinson Company last year, and a similar one this year again, was rather out of the ordinary. It was not a gift in the form of a "present." It was a booklet or leaflet of four pages, 5 inches wide by 6½ inches, on fine, white calendered paper, and the front page was as reproduced herewith. This leaflet contained advice on the care of infants during the summer, that the store found was greatly appreciated by a large number of mothers.



BABY WEEK
SOUVENIR

A valuable series of INSTRUCTIONS by leading Physicians on the care of babies during summer.

With the compliments of the INFANTS DEPARTMENT of

The G. W. Robinson Co.,
LIMITED
18-24 James South Hamilton, Ontario

CLOTHING During the very hot days, or if the baby has fever remove nearly all the clothing. A muslin slip or gauze garment is enough. A baby with fever will not catch cold.

BATHING A baby should have one tub bath every day, on very warm days from two to four general spongings with cool water. If the baby has fever sponge it with cool water every two to three hours and place cool, wet cloths on its head.

FRESH AIR Babies, sick or well, must have fresh air. Keep the baby in the largest, coolest room in the house or apartment. Keep as little fire as possible. Keep the rooms free from garbage, soiled clothes and rubbish. Leave the windows open day and night. Avoid the sun on hot days. Select the shady side of the street and the shade of the parks, recreation piers and roofs.

SLEEP AND QUIET Let it sleep alone and keep the baby quiet; let it sleep as much as possible. Lay it on a firm bed, not on feather pillows. Keep the baby and bed clothes clean. Change the diaper and bedclothes as soon as soiled, and sponge the baby with a soft cloth and cool water. If this is done the baby will not be so restless and will sleep better. Do not give "soothing syrup" to make the baby quiet, and do not let the baby hang on the nipple or some such "baby comforter."

DIAPERS Diapers should be carefully washed as soon as they become soiled, and then dried in the open air. Do not use a soiled diaper a second time before washing it.

They should nurse the baby at regular hours. They should keep their bowels regular; constipation in a nursing mother often causes colic in her baby. Large quantities of tea, coffee and alcoholic beverages do not improve the quality of a mother's milk, and may be injurious to her baby. So long as the mother keeps well the baby will be well.

If the mother is ill or "run down" or the baby has diarrhoea and vomiting, she should consult a doctor at once, and before giving the baby other foods or bottle-feeding. The quality of the mother's milk may be improved by improving her health.

BOTTLE-FED BABIES often have diarrhoea and vomiting because the milk used is bad and old, or the feedings are not properly prepared or properly kept, or the nursing-bottles and nipples are dirty.

Bottle-fed babies must be given only good milk which is kept constantly covered and on ice. If the milk cannot be kept properly cooled, it should be boiled as soon as received.

Prepare the feedings for the baby exactly as the doctor directs. Feed the baby at regular hours. Each feeding should be heated to a proper temperature in the nursing bottle before it is given to the baby. Taste a spoonful of the milk immediately before giving it to the baby to be sure that it has not soured. If the milk is not sweet, do not use it.

As soon as the bottle used by the baby is empty, it should be thoroughly washed with cold water, then cleansed with borax and hot water (tea-spoonful of borax to a pint of water). The empty bottles should be put upside down on a shelf. The bottles should be boiled just before filling for the next feeding. The nipple should be thoroughly washed after each nursing with hot water, and when not in use should soak in borax water in a covered glass. The nipples must be rinsed in boiling water just before the baby uses it.

CARING FOR THE BABY DURING SUMMER

Scores of thousands of babies die every summer from diarrhoeal diseases. Most of them die because they were given improper food. They could have been saved if they had been properly fed.

In hot weather, two or three loose movements a day, even though the baby seems to be well, may indicate the beginning of a serious illness, a doctor should see the baby at once. It is far easier to keep the baby well than to cure it when sick.

The baby is sick when it vomits or has diarrhoea, and it is seriously sick when it has several loose green passages a day containing mucus and curds. Improper food is the cause of such illness, therefore stop all food, give cool boiled water and take the baby to a doctor at once. In summer it is dangerous to wait.

BREAST-FED BABIES often vomit or have diarrhoea because the mother is sick and tired out and her milk is poor.

Improper Food
Irregular
Lack of Rest and Sleep
Too Frequent or too prolonged nursing

weaken the mother and weaken her milk.

These causes act especially in hot weather.

NURSING MOTHERS should therefore keep themselves well and their milk in good condition, by eating at regular hours, three plain, well-cooked meals a day, and they should drink water between meals.

Reproduction of "Baby Week" Souvenir.

We are reproducing in full these "directions" in order that they may serve as a guide for other dry goods merchants who may decide to try out this plan during the latter part of June or the early weeks of July. It can be supplemented by your local Medical Health Officer, or we are sure the G. W. Robinson Co. would supply any merchant with a copy of the "Souvenir," or that a similar one could be obtained from the M. H. O. of Hamilton. We are making this announcement without securing their permission, but we crave their indulgence, because the subject is of such importance to the welfare of the community that it lifts itself far beyond the ordinary commercial sales plan in which we are wont to interest ourselves.

As has been remarked before, the Infants' Department, whether it is limited to the wee tots, or extended to include children of 4, 5, 6, 7, and 8 years, is an idea that is quite worth consideration. It is directly in line with the trend of sections in dry goods stores, the division into natural groups that facilitate shopping and, by concentration, multiply buying suggestions to the customer.

CHILDREN'S WEAR FOR 1918

White Frocks of French Organdy, Voile and Marquisette, With Fine Lace Trimming—Big Advances in Prices—Fall Lines Like Adults'.

IT is scarcely necessary to go into details of the popular class of garments for children again. Plaid ginghams, plain and striped chambrays, colored poplins, and white materials which retail from 98c to eight and ten dollars, constitute the main features for Summer children's wear. These are the garments which the large majority of buyers prefer.

Novelties are many still, and are usually sold in large cities to a considerable extent and for these, high prices are obtained. The materials which are usually found in these novelties include fancy crepe, sheer goods in fancy weaves, and silk, and in their make-up depict fashion features elsewhere prevalent.

For instance, one smart little cotton crepe was made with collar, cuffs, and pockets cut in one with the belt. A fancy white voile for a tot of two years has a collar, cuffs, belt and patch pockets of pink of the same material. The extremely high prices for Fall and Winter materials has caused a number of manufacturers to restrict their output of the more popular lines. One firm informed DRY GOODS REVIEW that its cheapest little serge frocks, made of fabrics, largely cotton at that, would have to retail at $4. When prices are around that figure for the plainest stuff, the natural deduction is that people in the smaller places will do a good deal of their own sewing and perhaps buy one or two of the better class garments.

In one factory was found an interesting range of children's white frocks for 1918. These were made largely of French organdy, voile, and plain white marquisette. The trimmings were fine laces with filet very prominent. For next year the two-piece dresses, as well as the one-piece style continue popular. Many little scallops, and fancy edgings, sashes of ribbon and ribbon ornaments, are used on these dresses and help to make them saleable. Prices of these, too, are to be considerably higher than the people have been in the custom of paying. Marquisettes in particular are more than 100 per cent. higher than during the past year, and for that reason little of it is used except where firms have managed to have it in stock. All of these fine materials are difficult to obtain in sufficient quantities.

Children's coats for Fall and Winter in the novelty class in particular, are very interesting. They depict the general features which prevail in women's clothes. For instance, one little serge coat was cut in barrel shape and had loose, full pockets to carry out the line. Many others are fitted with the large reversible collars and deep cuffs. Straight lines, however, are the fashion of the large majority. One smart little model is made of French serge in green and black check, but for children's coats in the average priced class, all wool materials are rather scarce. In almost every instance serges which are largely constructed of cotton must be used in order to control the prices. The trimmings found usually are military braid and a number of small buttons. For the larger girls, box plaits and loose belts are favored, according to the fashion for women.

THE WANAMAKER WAY

In order to give to customers an equal chance to see everything we get, we shall not, until further notice, send goods to homes on approval, unless in exceptional cases by special arrangement with the management; and all purchases entitled to credit, exchange or refund of cash must be returned within ten days from date of purchase, including the day of purchase and return.

It is essential that the sales check accompany the merchandise to establish date of purchase. — John Wanamaker, New York.



Child's dress for Spring, 1918. *Shown by Allen Mfg. Co.*

RUSH ORDERS FOR NOVELTIES

ONE manufacturer who has completed a small range of his Fall skirts, stated to DRY GOODS REVIEW that he intended going slowly with them for the present, because he was preparing to meet a big demand during July and August for the Summer novelty skirts. "Last year I could have sold from $1,500 to $2,000 more of those awning stripe skirts to out-of-town customers during July and August if I had had them," he said. "This year I am going to be prepared, and have now on hand a hundred dozen ready."

THE WHITE FOX VOGUE

FOXES, notably white, are the vogue in Summer furs, especially among younger women. These are practically all in rug style. There is considerable mention of Summer furs in United States cities featuring luxurious capes of kolinsky, seal and ermine, and this is having some influence in Canada, though manufacturers are not expecting any big run on the elaborate styles here. Seal and kolinsky in cape effects have some call, however.

The large retail stores show some novelties, too, in cape scarfs of mole, combinations of ermine and seal, fox and seal, ermine and sable, etc., but in every case foxes are the big feature. Combed thibet has been selling well, too. It comes in large rug styles and is lined and made up into attractive neck-pieces which are very like white fox. The retail price

Demand For 1,000 More Seal Coats

Furriers are very optimistic over next winter's trade. One of the large Toronto firms is already showing rack after rack of handsome seal coats for next season.

"TOUCHING FEMININE IMAGINATION"

The Fashion for Overalls for Women is Taking Hold in Spite of a Certain Slight Reluctance to Assume the New Garb, According to Experience of Salesmen in Montreal—Demonstrations Overcome Difficulty.

WOMEN'S overalls have "Caught on". From their first innovation which came as something of a shock to the prospective customer highly versed in the properties, they have been growing in interest and in popularity. Now it looks as if they were to take a definite and permanent place in the feminine wardrobe everywhere, and further as if they are to set fashions of their own, and influence the resign of other feminine garments.

Something to Be Overcome

There was something subtle but nevertheless difficult at first to get over in the presenting of women's overalls to the public. Women had to be educated to wear them. The difficulty is best described in the story of a gentleman interested in the innovation who purchased a pair of the latest in ladies' overalls and brought them home to his wife.

"I want you to try these on my dear" he said, "and tell me how you find them as a garment, whether convenient at your work or not, for I am thinking of stocking a line of them in the store."

After the Boys Had Gone

"All right dear" she replied complaisantly, "Just wait till the boys have gone back to school this afternoon and then I'll slip them on. I shouldn't care to have the boys see me in them."

"My gracious!" he murmured. "How in the name of business am I to sell things like that if the women all feel like you do about them?"

Fashion Overcomes That

But Dame Fashion's dictates are ever so much more powerful than the innuendoes of Mother Grundy falling on feminine ears. In conversation with E. Fortier, Department Manager of Almy's Limited, Montreal, who organized a splendid demonstration by living models in this line, DRY GOODS REVIEW learned that the slight obstruction to successful sales-making found in the feminine feeling of modesty is being rapidly abolished by the growing appreciation of the sex whenever the new garments are tried out and talked about.

Used in the Garage

"We have found that as a rule the English-speaking customer in Montreal hasn't the slightest compunction about wearing overalls. Lots of our lady customers have bought them for use in the garage helping their husbands clean the automobile. Many are buying them for house work, and for gardening. They are being bought in greater quantities day by day. I have had to repeat my orders for them. They will be used considerably on camping and country excursions for fishing, boating etc."

The greater safety of a garment giving freedom of action to the limbs in case of a canoe upset should recommend these new overalls to girls going canoeing during their camping holiday, and indeed in every way the greater freedom given is being more and more appreciated.

"There has been a little reluctance on the part of our French speaking customers" said Mr. Fortier, "but this will wear off fast."

The French population are always slower to adopt an innovation of any kind than the English in Montreal."

Window and Demonstration

At Almy's a fine overall window display was made by Mr. E. K. Lummus, Display Manager, and this is illustrated on page 75. During the showing of this particular window with its gardening suggestions in the shape of watering cans, spades, rakes and hoes, the living model demonstration was put on in Mr. Fortier's department. Upon a spacious platform the models moved and sat showing the general freedom of action permitted by the overalls, and their suitability and becoming qualities. One model was armed with a carpet sweeper to suggest housework as a field in which the garments would be especially suitable.

The demonstration proved such a success that it was carried on for four days



Display of women's overalls by living models at Almy's Limited, Montreal showing the various styles, materials and modes of wearing the garment.

between two and four p.m. each afternoon, and also on one Saturday evening between eight and nine. That Saturday evening demonstration revealed the fact that the girl in the overalls is a most fascinating vision in the eyes of the other sex for more men than women thronged the demonstration area of Mr. Fortier's department that evening, and incidentally Monday's shopping hours showed that sales of overalls had been inspired by husbandly commendations of the new garb.

Demonstration Does It

In conversation with Mr. F. M. Dixon, Manufacturers' Agent, Montreal, who has done a great deal to innovate overalls for women though he was at first a sceptic as to their sales-getting power, the distinct value of the demonstration in convincing women as to the worth of this form of wearing apparel, and also assuring them on the score of appearance, was proved. Mr. Dixon has been directing the efforts of a lady demonstrator in various Montreal stores with very appreciable results in sales of women' overalls. The method of demonstration has been for the lady to pose in the store windows showing the adaptability of the garments displayed to various forms of housewifely work, and displaying lettered cards in English and French setting forth the main points of note about them.

Influence of the Male

Of exceptional interest from a salespoint of view is the experience of Mr. Dixon in connection with a store established close by a great shipbuilding and iron-working establishment.

This store features and sells principally overalls for men, and very few women ever see its windows for very long at a time, for it is located in a district where mostly men congregate going to and from their work at the yard, which no longer employs many women workers on munitions, if any at all.

Nevertheless the proprietor of this store greatly desired to have a visit from the lady demonstrator of overalls, and Mr. Dixon decided to let him have his way. The lady arrived and took her place attractively in the window. There were throngs of thoroughly interested workmen. What the average skilled workmen doesn't know about overalls can usually be put in very small compass, but here was something new. The demonstration was so much of a success in point of crowd attractions that several times the lady had to withdraw from the window to allow the throng to disperse as the crowd was becoming an obstruction to traffic.

Best Point of All It Sold Goods

But the best point of all about the demonstration was that it made sales. Extraordinary as this may seem it is the case that this store with it clientele of men almost entirely, began to sell ladies overalls by the dozen. The interest of the men in the new garment had reached their wives and sweethearts it may be, and an immediate demand set in for the fascinating apparel.

In the opinion of Mr. Fortier the overall for women has not by any means seen its fullest popularity. That a trifle more embellishment in the way of daintiness at neck, etc., and a variation of design along smarter lines will probably still further enhance sales. He has noted that the recently introduced one-piece and two-piece embroidered pyjama kimonos in crepe de chine and other delicate materials, have suddenly grown in popularity following the overall fashion's gradual development to its present stage, and there is evidently a big future ahead for garments in this style.

Mr. Dixon also has noted incidentally that design has something to do with the popularity of women's overalls, the styles which have "the fixin's" more a la feminine than a la masculine being apt to sell more readily than those with the "braces" idea.

A great deal can be done very effectively by the retailer in advertising overalls for women, and Eaton's in an advertisement achieved very cleverly the effect in print which would tend to convey to the lady reader first the idea of her own modesty as to the garment, then bit by bit with successive illustrations its suitability and usefulness, and finally up-to-date, spirited, fascinating and "boyish" qualities of feminine overalls on a camping trip. Very artfully thus was the feeling of modesty which hinders sales, converted into the feeling of joyful, breezy, high-spirited femininity which is most fascinating, and which would revel in the idea of appearing in natty overalls.

FOOTWEAR DEPARTMENT

TWELVE INCHES HIGH

Latest Model Is a Literal "Foot" of Wear—Self-finishing Leather—Interesting Items

ONE MANUFACTURER has brought out a boot that is twelve inches high, and curiously enough will retail at $12 a pair. These new models will be of fabric.

There is a suggestion that tops of khaki cloth will become popular in the States as a result of the war. There never was a sign in Canada of this, however, and the likelihood is against it in the States.

A new product called a "self-finishing leather," has been brought out in the States. As calf leather that will make up for $3 shoes is scarce, this tanner has taken cowhide splits which are low in price and in good supply and has finished them up like calf. A raw split has a rougher face, for a split is a network of fibres. He smooths down the surface, with a buffing machine, having a roll of sandpaper that revolves at high speed. Then he dresses the split with a blacking, something like the blacking used for shining shoes, and he brushes it up to a fine finish. Then he smooth plates it, or presses it with a worm, smooth iron, to make its surface firm and smooth. This leather can be used advantageously for $3 shoes for men and boys, taking the place of calf leather. Being of cowhide, it is long wearing. The self finishing of the leather comes about in this way. Each time a man blacks his shoes of this leather, he renews the finish on it, and keeps it smooth and firm, and looking like real grain calf leather.

The manufacturers of fibre soles are reaping a harvest as a result of the use of poor quality of rubber in soles in order to keep it down "to a price." The public became disgusted with many of the rubber products and have turned to the fibre goods.

Many of the sample lines for Fall show combinations again. Some of the most popular of these include black vamps with tops of white or grey; brown vamps with white or light brown tops; dark grey vamps with grey tops.

New York reports that men's footwear shows a tendency towards mahogany and cordovan tan shades in both bals and Oxfords, with the English last supreme.

There is some alarm felt by shoe manufacturers at the prospect of a drop in the receipts of kid leather from India. The normal supply is from 20,000,000 to 25,000,000 hides annually, but so many merchant vessels that are engaged in the Indian trade have been sunk that the supply is certain to be cut down this year.

Modern improvements in the art of making leather are making it possible to turn out a much greater variety of weights than ever before, and this, of course, means lighter weights. In the case of cowhides, the belt knife splitting machine will shave off a split as thin as a sheet of paper, according to an exchange. This leather, it is claimed, is for all its lightness, stronger than ever, because the chrome process now used to a great extent for tanning strengthens the fibre of the hides. If leather as light as is commonly used in civilian footwear these days were tanned by the old bark process people would stick their feet through it almost as if it were paper.

WOMEN'S OVERALLS

The new working garments for women.

⚜

Practical
Serviceable
Attractive
Sensible.

⚜

We are making these in various materials and styles suitable for:

House work
Nurses
Farming
Gardening.



Ask your wholesaler to show you these garments.

The Canadian Converters' Co. Limited.
Montreal



Style 651—$12.00 per doz. Style 107—$8.00 per doz. Style 588—$4.25 per doz.

You Offer Your Customer in

Model brassières

The Fullest-Value . . .	**Brassiere**	(better per inch and per dollar).
The Nationally Advertised	**Brassiere**	(advertised in 11 magazines, including Ladies' Home Journal, reaching 26,000,000 women).
The All-Styles	**Brassiere**	(every fashionable shape and fastening).
The Factory-Service . .	**Brassiere**	(Backed by the most liberal guarantee of satisfaction or replacement).
The Corsetiere's	**Brassiere**	(endorsed by the finest specialty shops where Fit is the first and foremost consideration).
The Department Stores' .	**Brassiere**	(sold by the leading Department Stores in the United States, Canada and foreign countries.)
The Easiest-Selling . . .	**Brassiere**	(sightliest on the counter: most efficient on the figure).

SAMPLES OR A SALESMAN ON REQUEST.

Model Brassière Co.

200 Fifth Avenue, New York

***Main Factory*—782-796 Wythe Avenue, Brooklyn, New York** ***Branch Factory*—Valley Stream, New York**

Other Offices:

North American Bldg. - Chicago
742 Market St. - San Francisco
Blake Bldg. - - - - Boston
Mappin Bldg. - - Montreal, Canada
784 Calle Cordoba, Buenos Aires, Argentine Republic, S. A.
DeRuyterkade 108, - Amsterdam, Holland
Rue de la Paix - - - Paris, France
352 Carrera 6a - Bogota, Colombia, S.A.

First Prize Panama-Pacific Exposition. Highest Award ever given to any Brassiere in any Country.

Smith & Manolson

MANUFACTURERS OF

MIDDIES
WASH SKIRTS
SPORT SKIRTS
SPORT SUITS

For Immediate Delivery

Two of our most attractive numbers for the summer season.

The Leader



No. 1008
Beach Cloth—Blue, green and pink.
Sizes . . 14 20
34 42 **$20.00 Doz.**

ORDER AT ONCE

The Runner-Up



No. 1011
Novelty Sport Stripe—Assorted popular shades.
Sizes . . 14 20
34 42 **$18.00 Doz.**

SMITH & MANOLSON

Showroom and Factory:

74 Dorchester West **MONTREAL**

THE Mack BRAND



Summer Waists

Immediate Delivery

Get an assortment of our Summer range for June selling. This range contains the right ideas for brisk, warm weather sales—smart, light and summery—in clever designs that are catchy, without being freakish. The material is of good quality—the Mack Brand Quality at our usual attractive prices. Tempting values for your customers and good profit for you.

Place an order to-day for Immediate Delivery—to stimulate warm weather sales.

McCutcheon Waist Company, Limited

323 St. James Street, Montreal



National Coats

FOR FALL, 1917

Raincoats *Utility Coats*

The "NATIONAL" line for Fall, 1917, offers you the season's best in style features and cloths at values that will promote quick buying.

"NATIONAL" Coats are made in Canada by men who specialize on the making of coats only. This specialization and concentration has brought "National" garments up to a standard not excelled by imported goods. The values are to your advantage.

Our travellers are showing a complete range. Make an appointment. A post card will do it.

Write for our new Raincoat catalogue.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B



The $9.00 Line

They Sell Quickly The Value is There

These popular wash waists are ready sellers. Thrifty women are quick to recognize the good quality which is irresistible at such values.

Our whole plant, and staff, specialize on popular wash waists at $9.00 a dozen. This concentrated effort results in values that you will find hard to beat anywhere.

Our Summer and Fall range in regular and fancy materials, is a stunner.

Send a trial order and see how easy this line sells.

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec



Order a Sample Assortment *of* Our Women's Overalls To-day

We have the garments in stock and can make IMMEDIATE DELIVERY.

Cash in on the big demand there has been created for women's overalls.

Women will take an important part in the "Great Production" campaign this summer. Think of the demand for overalls arising from such a situation! For women will need overalls—good, serviceable overalls, such as Carhartt's—the kind that gives satisfaction always. *Don't miss a sale.* Send us an order now and be prepared to supply all demands.

We are the oldest established firm of High Grade Overall Makers in Canada.

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO MONTREAL WINNIPEG VANCOUVER



READY for FALL

NEW STYLES
MATERIALS
PATTERNS

OLD PRICES
QUALITY
VALUES

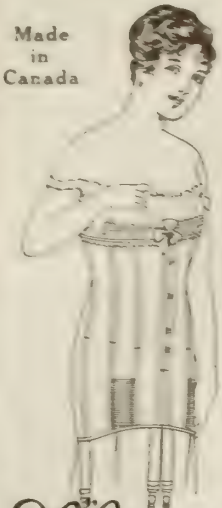
Our range for the coming Fall Season is made of latest English Materials in styles and values which cannot help but make good business.

Buy Now.

We have made no material advance in prices, but it is entirely up to the merchant to take advantage of this while it lasts. These prices will soon be impossible. Large range and latest styles for immediate delivery. See the line now in the hands of our travellers.

THE
Montreal Waterproof and Clothing Co., Ltd.
The largest and oldest Waterproof Clothing House in Canada
MONTREAL, CANADA

Made in Canada



"P.C." Corsets
RUST PROOF

Perfect Examples of Hygienic Necessity

The careful consideration given to the physical comforts of the wearer as well as to appearance is responsible for the growing volume of P.C. Corsets.

P.C. Corsets yield to the demand of fashion without loss to hygienic necessity. P.C. Corsets give the body the right poise and correct faulty habits or conditions.

Your department will make more friends by fitting P.C. Corsets. There is a P.C. Corset to bring out the fine points of the individual figure.

We will be pleased to submit samples for your inspection.



"P.C." Corsets
266 RUST PROOF

"P.C." Corsets
904 RUST PROOF

Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

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Fall and Winter

Felsen Co. Limited

SUITS & COATS
for LADIES *and* MISSES

Read Building **Montreal**

Our travellers are now out with our Fall and Winter samples, which you will find, upon inspection, to be up to the tradition of our house. The garments as heretofore will speak for themselves.

Labour being scarce, we strongly urge you to place orders early to insure prompt delivery.

June
1917

Summer Goods for



Immediate Delivery

READY!

Fall Styles in Ladies' and Children's Coats in "Exclusive" Smart Styles

In this range you have the best stuff of popular priced goods on the market. Tailored in all shades of the famous

GENUINE
"Maxim"
TRADE MARK RESISTERED
SEAL PLUSH

with "Exclusive" good workmanship and Right Values.

Our travellers are out with this range. Give them an opportunity to show you the range and our values.

We carry in stock for immediate delivery,

Suits, Dresses, Waists, Middies and Underskirts.

Exclusive Ladies' Wear, Limited

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"In the Heart of the Business Section"

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Branch Factories: 520 St. Lawrence Blvd., Montreal, and Chambly Canton, Quebec

MR. A. COOPER, who established and was until recently actively connected with the Manhattan Skirt Company, begs to announce that he has withdrawn from that concern and has organized

The COOPER SKIRT Co.

46 St. Alexander St.
Montreal.

where he will manufacture a most complete line of

SILK and SERGE
LADIES' and MISSES'
SKIRTS and DRESSES.

Representatives are now on the road, showing a full range of samples in all the latest designs at moderate prices.

ESTABLISHED 1849

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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Say You Saw It
in
Dry Goods Review

PEERLESS HATS, Limited

Manufacturers of
LADIES' VELVET and FELT HATS

New Fall Range now in the hands of our travellers.
Wait and see our line before placing orders.

116-118 CRAIG STREET, WEST
MONTREAL



The Cohn-Hall-Marx Company

announces that its line of

White Goods and Wash Dress Fabrics, Scrims, Marquisettes and Curtain Goods

suitable for wholesalers and manufacturers for the approaching

Spring season will be complete July the first

and cordially invites your

inspection.

93 Franklin Street
New York, U. S. A.

Topics of Interest to Every Merchant

68% OVERSEAS

Monarch Knitting Co. Report An Interesting Condition—Output Decided By Labor

THE serious situation that confronts a large number of manufacturers in Canada from the labor point of view now that conscription has been announced as a definite Government policy is shown by a letter that DRY GOODS REVIEW has received from the general manager of the Monarch Knitting Company of Dunnville. In this letter he states that "at the present time 68 per cent. of the men that we had employed when the war broke out are overseas. These positions are being filled by boys and old men that are not able to enlist."

There is in this, of course, not a semblance of a complaint, but a mere statement of conditions that exist at the present time, and have for the past year and more.

The Monarch Knitting Company, in order to secure labor, built a number of houses during the past ten years, brought families out from Engglland and Scotland, and, as Mr. Burns, the general manager, states, "when the war broke out a great many of our men enlisted immediately."

The Monarch Company has now, of course, not only the sweater department, but the hosiery business, and also is taking orders for hand-knitting yarn. "Our factories," Mr. Burns writes, "are employing all the help that we can possobly secure. and our turnover this year will be controlled entirely by the number of employees that we are able to secure."

OILCLOTH UP 5%

Advance in Linoleums Also by Canadian Manufacturers on First of June—Raw Materials Responsible.

A CHANGE in price of Canadian linoleum and oil cloth came into effect on the 1st of June, being an advance of approximately 5 per cent.. the difficulty of procuring raw materials and the high price of same being responsible. Canadian manufacturers. despite the many difficulties that they have had to contend with, have been able to keep the trade supplied, and it is expected that unless conditions change very much for the worse, that all ordinary requirements will be met.

Predictions as to the future would be futile and the only word of advice that could be given is to live in the present only.

THREE KINDS OF PACKAGES FROM ENGLAND

Owing to the new shipping arrangements put into effect by the British Government importers are subject to additional expense. Goods that now leave England must be put up in three kinds of packages. The first-class, which is by far the largest, are goods in bales. A smaller number of packages can still go in crates and a very small proportion can be shipped in wooden boxes. This means that practically all linen goods, for example, must come in bales, tied up with rope. Damages that occur through being hooked or in being soaked with water or other substances is much greater. Insurance and freight on bales is accordingly much higher on this class of goods.

INCORPORATIONS

Cie La Bernier, Ltee, dry goods merchants, of Quebec, have received a charter.

The Standard Factory of Canada, Ltd., has been incorporated at Montreal with a capital of $75,000, to manufacture and deal in all kinds of dry goods and wearing apparel.

The Bonner Heddle Co., Ltd., has been granted incorporation at St. Catharines with a capital of $100.000, to deal in materials entering into the manufacture of woven or knitted fabrics.

The Bonner-Heddle Company, Ltd., has been incorporated at St. Catharines with a capital stock of $100,000, to deal in all materials entering into the manufacture of woven or knitted fabrics.

Broadview Manufacturing Co., Ltd., has been incorporated at Toronto, with a capital stock of $100,000, to manufacture, buy, sell and trade in clothing and wearing apparel of every kind.

Barrymore Cloth Company, Limited, has been granted incorporation at Toronto with a capital stock of $1,000,000, to manufacture and deal in all goods and fabrics, and to carry on the business of cotton doublers, weavers, linen manufacturers, cotton, cloth, jute, and wool merchants.

DUTY ON FASTENERS

All Except Those Used for Gloves Jumped from 7½ to 37½ Per Cent.

TARIFF changes are not frequent in the dry goods trade and some surprise was felt at the announcement from Ottawa since last issue, that a heavy increase had been made in the customs duties on snap fasteners. For many years these had come in free, as they were scheduled under the heading of "glove fasteners." When the war tax was put on, the tariff was, of course, 7½ per cent. on all that came in from the United States.

During the month, however, all the fasteners that were not really to be used for gloves were shifted into the general class of articles of iron or steel manufacture, where they were compelled to pay a tax of 30 per cent. under the general clause, and the 7½ per cent. extra as well, or 30 per cent. more than before. The new clause reads as follows:—

"Iron manufactures, viz.:—Articles or wares of iron or steel or of which iron or steel (or either) are the component materials of chief value, n.o.p. 30 per cent." (with 20 per cent. for the preference tariff.)

The other item in the tariff under which they were classified before was simply, "Glove fasteners, metal," all of which were free originally, until the war tax was put on.

The reason assigned for this in Customs circles was that the chief use of the dome fasteners at first was for gloves and they came in free as they were not made in Canada and were required by the glove manufacturers to complete the Canadian glove. After a time they sprang into use for a number of articles of ready-to-wear, and the quantity required for this purpose soon passed the amount used for gloves exclusively. Soon several firms started up in Canada manufacturing the fasteners and the Customs Department decided to distingush between the uses of the domes or other forms of fasteners and make all that were not for gloves pay the general duty for manufactures of iron and steel.

Thus the duty has been advanced from 7½ to 37½ per cent.

BUSINESS CHANGES

The Sovereign Mitt & Glove Company has amalgamated with the Unique Shoe Company, of Brantford, under the latter name.

O. J. Bulyea, former buyer of the dry goods and other departments of the W. W. Cooper Company, Swift Current, Sask., has established a manufacturer's agency in Calgary, Alta.

KNOWLES BILL IS PUT AWAY ON ICE

Minister of Justice Shelves It Temporarily by Suggesting That Legislation Against All Price Fixing Would Work Out Unfairly—Out to "Smash" the System.

A VERY interesting discussion took place in the House of Commons at the end of May, when the Knowles Bill, as it is called, came up for discussion. Mr. Knowles, the member for Moose Jaw, Sask., explained that his bill was to prohibit in future the setting of a price by the vendor of an article, arbitrarily fixed and binding upon the purchaser.

A good many merchants who are opposed to this bill feared that, as in its very nature it seemed to play into the hands of the public, no matter how unreasonable in essence the terms of the bill may be, it would receive a very wide support in the House. On the contrary, the Minister of Justice, Hon. Mr. Doherty, took the ground that Mr. Knowles had not established his case, namely, that all price fixing was a disadvantage, and thought that the making of this a criminal offence might work out unfairly in a great many cases. He suggested that the criminal code covered this point if the charges of Mr. Knowles were correct, and that probably it might be better to legislate so as to prevent the carrying out of agreements of this kind.

Mr. Doherty quoted section 498, which states that every one is guilty of an indictable offence who "combines, agrees, or arranges with any other person to unduly prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation, or supply of any such article or commodity."

The Minister held that if the fixing of a price for selling an article did unduly lessen competition in the sale of the article, then the law already deals with the case that he has in mind. He questioned, however, whether such an agreement always lessened competition or increased the price unduly, and therefore injured the consumer. If the Knowles Bill was passed, Parliament would consider this to be always the case without regard to circumstances and conditions.

To justify the proposed legislation, therefore, Parliament ought to be convinced that in all cases without distinction of circumstances, the mere stipulation of a fixed retail price operated "wrong to the general public."

"Now, I am not prepared to say that it does. The matter is one which in my judgment calls for careful consideration, and, as I have said, it has been receiving that consideration."

Hard to Get Conviction

Mr. Doherty suggested that if such a practice were made a criminal offence, it might be difficult to get juries to convict, as it has been in a number of similar cases in the past. It might be better to look to legislation to regulate and control the effect of agreements of this kind for the remedy of the evils which might result from them, rather than to pass criminal legislation.

The Minister suggested that the question might be taken up by a committee of the House and promised that the bill would come up again for consideration and perhaps in the meantime the Government would bring in legislation that seemed to cover any injury that existed to the public in practices such as had been condemned by Mr. Knowles.

Mr. Knowles in bringing forward his bill read a number of agreements that were made between the manufacturer and the wholesaler and the retail trade, by which the latter two were compelled to sell at a fixed price or forfeit their chance of buying from the manufacturer. In some cases there was a prohibited or a black list, as it was often called. He objected also to the clause which gave the manufacturer the right to secure a sworn statement at any time from the jobber or retailer that he is obeying all the instructions of the agreement, and also that he should inflict certain penalties and liabilities for damages.

Some of the Companies Cited

Among the companies which he mentioned as having such an agreement was the Borden Milk Company, of Montreal; the Imperial Tobacco Company, E. B. Eddy, the Berliner Gramophone Company, Limited, the Henry K. Wampole Company, Ltd., the Nyal Remedies, the National Drug & Chemical Company, O'Cedar Products, Proctor & Gamble, Lever Bros., of Sunlight Soap; Canadian Postum Cereal Company, of Windsor; the Gillette Safety Razor Company, the Canada Starch Company, and the St. Lawrence Starch and Sugar Company, the Shredded Wheat Company, and others.



In some of these cases action had been taken by the manufacturer against the retailer on the ground that he sold articles lower than the price agreed upon.

"I believe the dictating of prices has been carried on to such an extent in this Dominion that it has become a source of peril," he said. "If the price of all commodities is to be dictated like the price of a postage stamp, the consumer will get no benefit at all, and I repeat the consumer has the right to the benefit of competition in every article of trade.

"These price-dictators think they have a right divine, and that anybody who touches them is laying his hands on the Ark or something of that kind. I hope the House will be an iconoclast in that respect, and will see as I do, that the dictating of prices is becoming a vicious system in this country. I therefore move the second reading."

"Think They Own the Earth"

Mr. Blain: "I differ from my hon. friend. I think it is carried on only to a limited extent, particularly in the Province of Ontario."

Mr. Knowles: "It is carried on very extensively, not always by way of signed contract, but by way of undertaking. Take, for instance, the Jaeger Wool Company or any other large clothing house. I am told by merchants, and I have talked with many, that they get a list of prices at which the articles are to be sold, and if they deviate in any way from those prices, they will lose the agency. and the same thing applies to a great many kinds of boots, and hats, and other articles of clothing. The way the price of sugar is dictated is an outrage. In Moose Jaw we can buy sugar made in Vancouver cheaper than the people of Vancouver themselves. In Calgary the price is dearer than in Moose Jaw, but cheaper than in Vancouver. The further you get away from the Redpath sugar the cheaper you can buy it. Some of these people seem to think they own the earth, and I feel it is my duty to do what I can to smash the system."

PERSONALS

J. R. Rothwell, dry goods merchant of Montreal, has sold his stock.

European Real Lace & Novelty Co., of Montreal, has dissolved and a new firm formed under the same style.

Mr. T. H. Birmingham has returned to his field of labor after a two month's illness. His friends are pleased to see him able to be around again.

Work has been started on the new addition to the Chipman-Holton Knitting Company's east-end plant at Hamilton, Ont. The estimated cost is $50,000.

Has Your Store Been Doing Business for Fifty Years?

There are some stores in Canada that can look back over an unbroken record of fifty years of active business; that have seen the monumental changes that have developed in their community, in their trade, and in the country itself. There should be a world of interest in the stories of these stores, and in the recollections of the men who have been associated with them.

We are drawing near to the Golden Anniversary of Canada as a Dominion, and it seems fitting time to draw attention to these stores which have been an integral part of the growth of our country from that time to this.

Perhaps your store is one of those which has this long and honorable history. If so, will you write us regarding it? Tell us something of the condition of the locality in the days when the store was first started; something, too, of the manner and method of doing business, and generally, give us all the old-time history that you may have regarding the store. If you have photographs, either of the old-time or the present to accompany this sketch, we would be glad to receive them. Don't let this matter be overlooked. We would like to get a list of every store that has had this long history. Will you help us, and help us promptly?

OF A PERSONAL NATURE

S. H. Osler, dry goods merchant, of Perth, Ont., has sold out.

Bucher Fur Company, Toronto, are dissolving partnership.

Jos. Malick, dry goods merchant, of Port Colborne, is dead.

P. S. Martin, of Winnipeg, has discontinued his dry goods business.

W. S. Sampson & Sons, dry goods, are commencing business in Windsor, Ont.

John Zacour & Co., dry goods merchants, of Winnipeg, have sold to N. Wikeen.

The Eureka Toy Co., Maisonneuve, Que., is preparing to build a factory to cost $85,000.

Jas. Lemay & Co., dry goods merchants, of Montreal, have dissolved and have been succeeded by J. T. Lemay.

John Laidlaw Sons, Ltd., has been incorporated at Kingston with a capital of $100,000 to carry on a dry goods business.

The erection of a $25,000 one-storey reinforced concrete spinning mill for the Perfect Knit Mill Company, of Listowel, Ont., is planned.

The death is announced at Stuttgart, Germany, of Dr. Gustav Jaeger, well known as a clothing specialist. He was 84 years of age.

Beckwith Box Toe, Ltd., has been incorporated at Sherbrooke, Que., with a capital of $100,000 to manufacture and deal in footwear.

The Scotland Woollen Mills, Limited, are opening a store in Stratford, Ont. F. H. Dutton, of Brantford, has been appointed manager.

Walter Messig, formerly of A. E. Wild's clothing business, of Melfort, Sask., has accepted a position with W. G. Mitchener, of Saskatoon.

Lillian Shoe Company, Ltd., has been incorporated at Maissoneuve, Que., with a capital of $20,000 to manufacture and deal in boots and rubbers.

Vulcan Knitting Mills of Canada, Ltd., has been granted a Dominion charter with a capital of $50,000 to carry on the manufacture of wearing apparel at Three Rivers, Que.

Geo. H. Bayley, former manager of Canadian Silverwares, Limited, St. Thomas, and of Brewster's store, Chatham, has been appointed manager of S. S. Kresge store, Lima, Ohio.

Liberty Manufacturing Company, Ltd., has been incorporated at Toronto with a capital stock of $100,000, to deal in clothing apparel and general dry goods.

The Wingham Knitting factory, established at Wingham, Ont., has commenced operations with twelve big machines. Twenty-six machines will be used when delivery can be made from the foundries.

The Markham Woolen Mills, at Markham, Ont., was struck by lightning and destroyed by fire recently. The damage to building and machinery, etc., is estimated at $100,000, which is partially covered by insurance.



One of the popular better class sports bags. This one is of myrtle green sports silk poplin; the puffs and the shirred panel piped with green leather; the covered frame, green moire lining and round mirror attached by bands of the poplin are features which the smart dresser will observe. Made by Western Leather Goods Co.

OBITUARY

Thos. J. Crean, Montreal representative of Robert Crean & Co., hat manufacturers, of Toronto, is dead.

Capt. H. S. Butler, formerly associated with H. C. Boulter & Co., of Toronto, is reported killed in action.

INCORPORATIONS

Canadian Overalls, Limited, has been incorporated at Toronto with a capital stock of $40,000, to manufacture clothing of all descriptions.

Dress Fabrics, Limited, has been incorporated at Toronto with a capital of $50,000, to manufacture dress fabrics and other textiles.

Hamilton Cotton Company has been incorporated with a capital of $1,000,000 to carry on the business of cotton and flax spinners and linen manufacturers, at Hamilton, Ont. The incorporators are A. V. Young, J. V. Young and William Armstrong, all of Hamilton.

RUBBERS UP AGAIN

TIME for the forward booking of rubbers at the reduced prices announced at the time the travelers were started on the road with the Fall lines has been withdrawn and higher prices have been put into effect. An increase of 5 per cent. on the recent price has been made effective dating from May 5. At the time the Spring prices were announced for forward booking a decrease of approximately 2 per cent. was made With the announcement of the recent advance new prices accordingly show a clear gain of 3 per cent. over prices given out by rubber companies in February. Bookings have been exceptionally good on rubbers, the heaviest in fact that wholesalers have yet experienced on future delivery orders.

AT THE NOTION COUNTER

A BARREL skirt formation is one of the newest items for the notion counter. It is made of net in the form of a short skirt; the lower edge is finished with two rows of narrow, thin, pliable belting which maintains the shape desired and is light in weight. This should solve the difficulty of giving the barrel silhouette to soft evening materials without making them appear stiff and set.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

BUTTONS AND DRESS FASTENERS

The Standard Snap Button & Fastener Co., 334 King St. E., Toronto, have taken over the patent rights belonging to the Threadless Button Co., of Great Britain, for Canada, covering the manufacture of dress fasteners, glove fasteners, and trim buttons for ladies' and children's garments.

The Standard company have a unique feature in their button, as it is the first ever invented that carries the fabric over the head of the button, thus preventing the separation of the material from the button.

Its dress fastener, moreover, is the only genuine four-spring fastener on the market. This has met with unusual success in the United States, where its sales are large.

The Dale Wax Figure Co., Ltd., have recently suffered a severe loss by fire, which practically gutted their entire premises, many of their most valuable moulds of wax figures, being destroyed.

We feel sure that their many customers will sympathize with them in their severe loss.

Mr. Dale, the president of the company, whose untiring energy has built up for them a reputation of which they might well be proud, announces that they have secured premises at 109 King St. East, where they will have a large show room which will enable them to show to a much better advantage, their many lines of wax figures, display forms and fixtures, which they will shortly be producing. Their factory space will be almost double that of their old premises. They will also have an entire new plant, which will make it the most up-to-date plant of its kind in the Dominion. They will also carry a new line of goods, and are putting in a complete stock of artificial flowers for decorative purposes.

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announce the removal of their *Executive* Offices, the *Sales Department* of their *Montreal Branch* and the *Raincoat Manufacturing Department* from Notre Dame Street East and Papineau Square to

The Rubber Building

201 INSPECTOR ST.
MONTREAL

This central location, being more convenient, will increase the facilities for a better and quicker service to the trade when in need of Raincoats and Waterproof Clothing.

New Address
201 Inspector St.
Montreal

Telephone
Main
5447

BELDING PAUL CORTICELLI LIMITED BPC

MADE IN CANADA

CROCHET TATTING and EMBROIDERY COTTONS



BELDING PAUL CORTICELLI LIMITED BPC

Embroidery, Tatting and Crochet cottons have unusual strength, evenness, brilliancy and silky lustre.

They wear and wear and wash and wash.

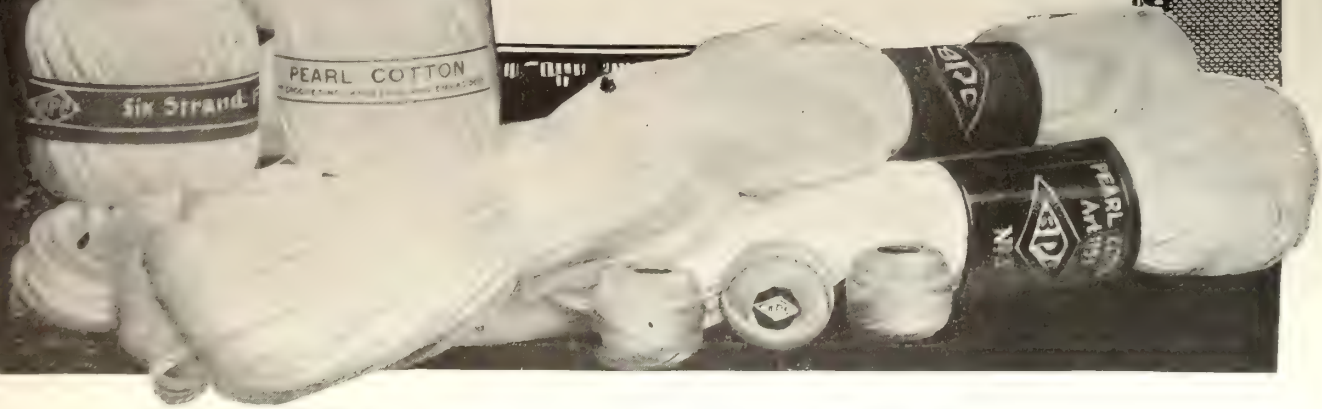
Each ball, spool or skein gives your customer the best and most for the money. Merchants who sell this brand know this. Do you?

A size and color for every purpose

Belding Paul Corticelli
Limited

Sales Offices:
Montreal Toronto Winnipeg Vancouver

We make Needlecraft Novelties in original designs.



DRY GOODS REVIEW

VOL. XXIX. No. 7 July 1917



Annual Fall Number.

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY, AVE., TORONTO



Kenyon

Military Capes

Take Advantage of the Military Trend—Feature It.

LEFT: Style 7360. Worsted mixture, with a very thin layer of rubber. No. 2605 Black and White plaid, at $8.75. No. 2600 Grey Serge and No. 2601 Navy Serge, at $13.75. August 15th, delivery.

RIGHT: Style 7361. Collar and Epaulets piped with Red Satin. Metal Red Cross, Military or Army insignia on collar. No. 2607 medium weight Worsted, with a very thin layer of rubber. Army shade, $8.75. No. 2600 Grey Serge and No. 2601 Navy Serge, at $13.25. August 15th, delivery.

Our Fall Line is the Most Remarkable we have ever shown

C. KENYON COMPANY

NEW YORK
5th Ave. Bldg. 5th Ave. and 23d St.

NEW YORK

CHICAGO
Congress and Franklin Sts.

The most complete stock in Canada of

European, American and Canadian Fabrics

FOR FALL WEAR

now on sale in our Woollen Department, comprising all the latest ideas, designs and colorings in

Sealettes	**Velours—Mixtures**
Mohair Plushes	**Velours—Plain**
Pony Cloths	**English Ulsterings**
Kerami Fur	**Scotch Ulsterings**
Success Coating	**Irish Tweeds**
White Bearskin	**"Balfour" Checks**
Astrakans	**"Joffre Cape Checks"**
Persian Lambs	**English Zibelines**
Fur Suitings	**Beavers, Sedans**

Meltons, Cheviots

50 inch Black Velvets and Corduroys

A large stock of Linings, Trimmings, etc.

(*Samples sent promptly*).

Goods shipped by return. Plushes packed in our "non-crush boxes."

"We deliver"—Buy where you get satisfaction—
It brings results.

We specialize in the lines that the other fellow has not in stock, but what your customer requires NOW.

GREENSHIELDS LIMITED

17 Victoria Square, Montreal

"EVERYTHING IN DRY GOODS"

FERGUSONS' VOILES

The Talk of the Season

FERGUSON BROS. LIMITED

Spinners, Manufacturers, Dyers, Printers and Finishers

Holme Head Works, CARLISLE

Canadian Representative:

Mr. Robert B. Scott, 232 Board of Trade Buildings, Montreal

UNITED STATES OFFICE

Buyers visiting New York can see our Samples at No. 6036 Metropolitan Building, No. 1 Madison Avenue, New York.

ROBERT B. SCOTT,
Resident Director.

STAPLES

Ready to Ship Upon Receipt of Order

Keep yourself right in staples by keeping in touch with us. A post card will bring samples and prices of the following lines:

Empire Twill Wrapperette

We were fortunate in securing a large lot of this cloth. The last to be had, as its manufacture has been discontinued. Colorings to suit your trade in greens, browns and blues.

Men's Fall Shirtings

Never before have we had so comprehensive a range, including plain colors, stripes, plaids and checks in galateas, ginghams, ducks, drills and flettes. These come in both light and dark shades of Blues, Browns, Greys. Also Black and Khaki.

Grey and White Cottons

We have a good range of both in stock for immediate shipment.
Special, our No. H7, 35″/36″ fine bleached cotton at 12½c per yard. Ask for a sample.

Flannelettes

We have a splendid stock of Flettes, both colored and white. Striped, in both light and dark shades, 33″ and 34″ wide. White, 23″, 27″, 28″ and 34″ wide. Pure white in color. All firmly woven and soft finished.



John M. Garland Son & Co., Ltd.

Corner Queen and O'Connor Streets

Ottawa, Canada

The "Arlington" Collar
Sales Calendar

JULY

S	M	T	W	T	F	S

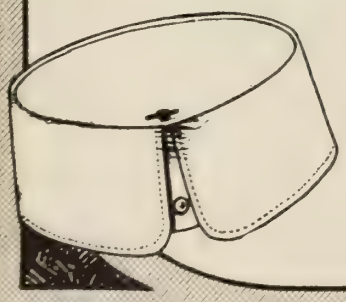
Too Hot for Linen Collars

Now comes the season of heat and humidity when everyone seeks cool and grassy places to escape the fierce sun. These are the days when the linen collar wilts, and becomes a shapeless, sticky mass with a strangle-hold on a man's neck, and laundry bills become a burden.

Emancipate your customers from collar troubles by pushing "Challenge Brand" Cleanable Collars during the hot weather. Talk the advantage of a collar that is not spoiled by grass stains, dust or perspiration—that brings no laundry bills—and that gives all the style of a linen collar with greater wear and comfort, and less expense.

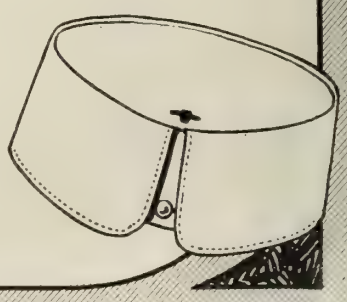
There is big and profitable business to be done now in this popular collar because of the many advantages it possesses over the linen collar. Hadn't you better have a few dozen of the most popular styles?

You can have "Challenge Brand" Cleanable Collars in several grades, and in all the most popular styles and sizes.



Representatives:

Eastern Agent: Dunean Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg



The Arlington Company of Canada, Limited

56 Fraser Avenue - TORONTO



The Cohn-Hall-Marx Company

announces that its line of

White Goods and Wash Dress Fabrics, Scrims, Marquisettes and Curtain Goods

suitable for wholesalers and manufacturers for the approaching Spring season is now complete and cordially invites your inspection.

93 Franklin Street
New York, U. S. A.

ENGLISH MOHAIR

However radical or far-reaching Fashion's changes may be, there is *always* a place for English Mohairs.

Fall, 1917, and Spring, 1918, will see no diminution in the demand for these wonderful weaves that so effectively link up utility with style—economy with smartness.

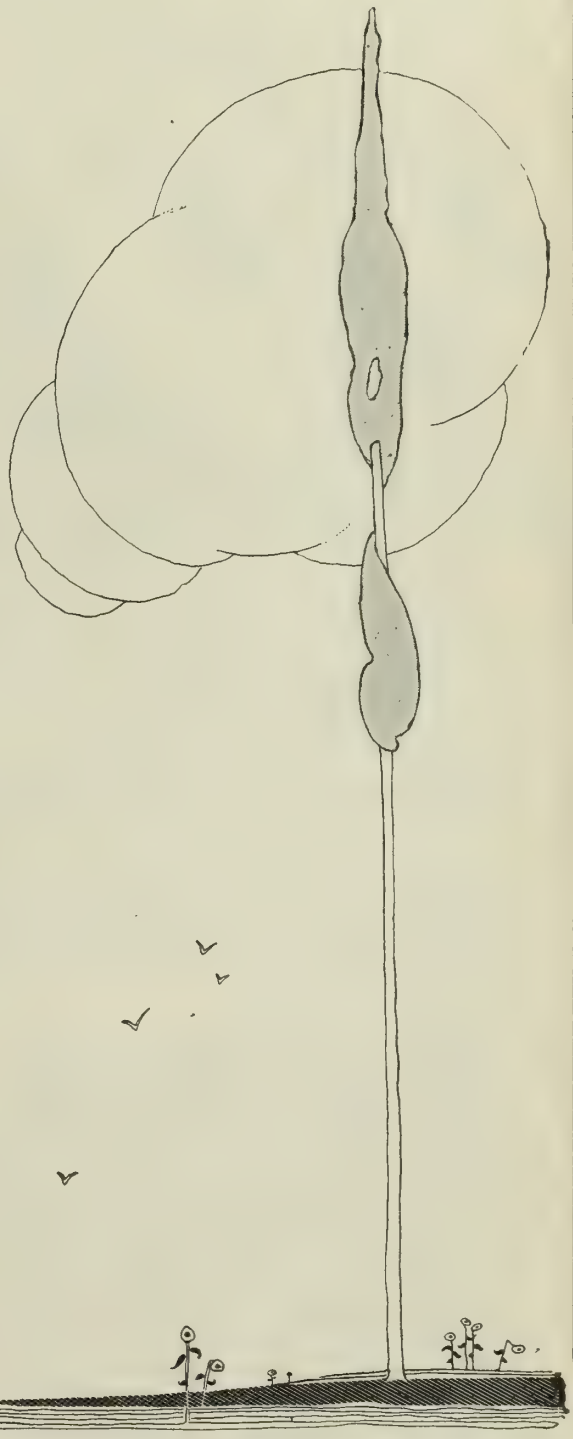
A good showing of English Mohairs is one of the prime essentials—one of the foundation stones—of any successful dress goods department.



The Bradford Dyers Association, Limited

Of Bradford, England

ENGLISH MOHAIR



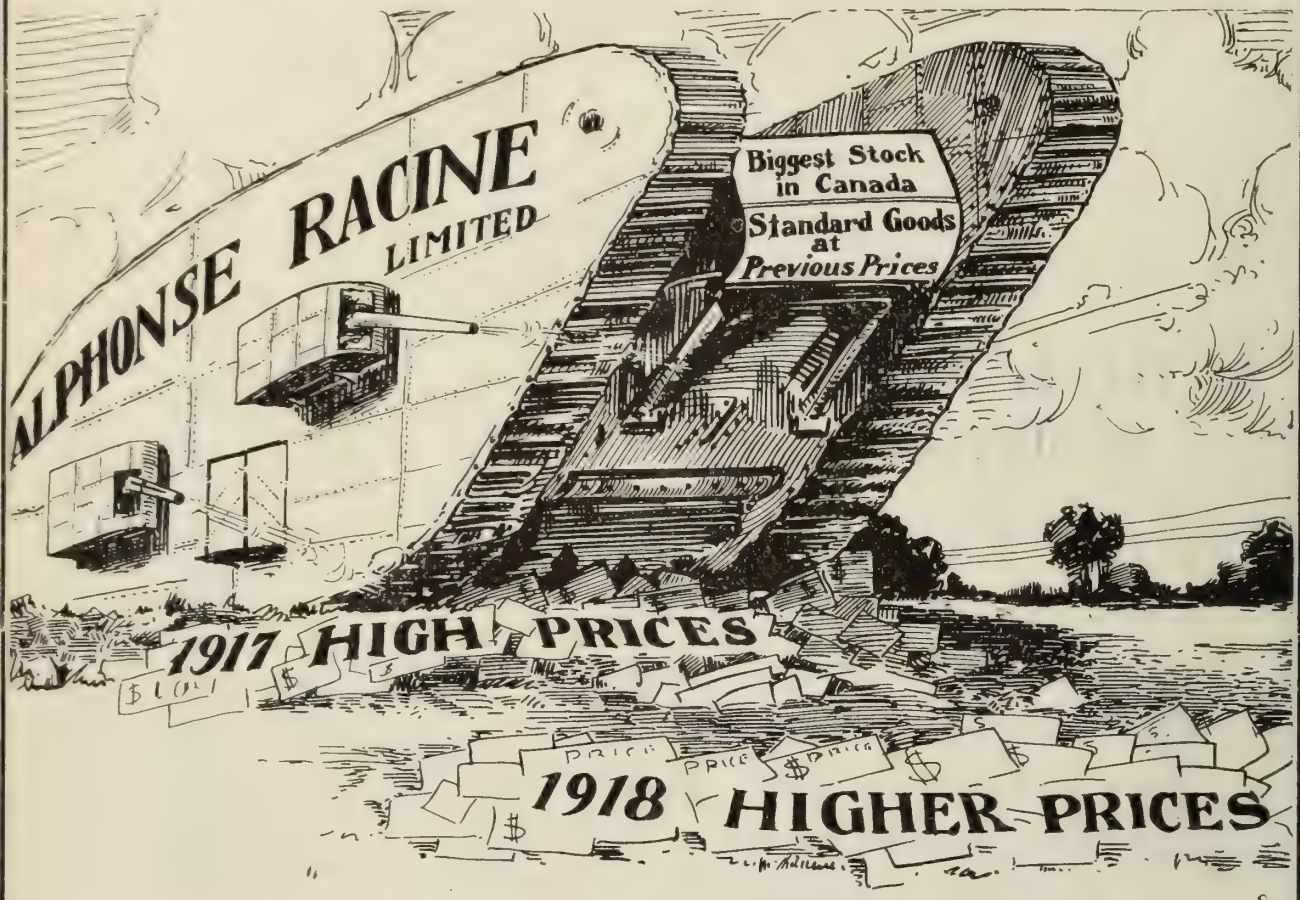
"B.D.A." Means Mohair of Maximum Merit

B.D.A. English Mohairs come in many distinctive patterns and in every color appropriate to the stirring days in which we live. Ask any wholesaler or importer for English Mohairs, and remember that "*B.D.A.*" *means Mohair of Maximum Merit.*

The Bradford Dyers Association, Limited
Of Bradford, England

OVERCOMING THE ENEMY

High Prices, 1917 Higher Prices, 1918



BUYING NOW IS THE ONLY WAY

YOU CAN be absolutely sure of deliveries and protect your trade with lines at popular prices.

Alphonse Racine Ltd.

DRY GOODS JOBBERS and MANUFACTURERS

60-80 St. Paul St., West MONTREAL, CANADA

SAMPLE ROOMS.—OTTAWA, QUEBEC, THREE RIVERS, SHERBROOKE, SYDNEY, N.S.
FACTORIES.—BEAUBIEN ST., MONTREAL; ST. DENIS, ST. CROIX, ST. HYACINTHE

HAVE YOU SEEN THE PRICES

FOR SPRING, 1918?

The increases are comparatively greater than any season over the preceding one

WE FELT IT COMING early in the year, before the market opened. And know that this Fall and Winter, 1917 and Spring, 1918, are going to be the **most acute** for high prices and uncertain delivery. We have backed our opinion with

A Two Million Dollar Stock

And we know we are right

WE HAVE THE GOODS WE HAVE THE PRICES

Every cent of stock you have in your store will be much more valuable to you before the end of 1917.

PROTECT YOUR STOCKS
PROTECT YOUR CUSTOMERS
PROTECT YOURSELF

NOW They depend on YOU

DEPARTMENTS

A. Cotton Staples
B. Fancy Cottons
C. Woolens and Trimmings
D. Linens
E. Dress Goods and Silks
F. Men's Staple Furnishings
G. House Furnishings
H. Hosiery and Underwear
I Men's Fancy Furnishings
J. Ready-to-wear
K. Smallwares

OUR LETTER-ORDER DEPARTMENT

Over 1914, shows increases: 18½ per cent. 1915. 28 per cent. 1916. 42 per cent. 1917 (6 months).
This is the proof of knowing the market, having the right goods and prices, coupled with an efficient and courteous service. **Wire, write or telephone your emergent needs to this department.**

OUR TRAVELLERS cover their respective grounds thoroughly and are worthy of your entire confidence.

Lines manufactured by ourselves, or of which we control the entire output:—"HERO," "SAMSON," "STRAND" Shirts. "MAPLE LEAF" Overalls and Smocks. "SHEPHERDESS," "BOPEEP" Hosiery. "LE CYGNE" Corsets. "EUREKA" Dress Goods. "ARCO" Brand Smallwares. "ALPHORA" Rugs.

Alphonse Racine Ltd.

"THE STAPLE DRY GOODS HOUSE OF CANADA"

60-80 St. Paul St., West MONTREAL, CANADA

***SAMPLE ROOMS.*—OTTAWA, QUEBEC, THREE RIVERS, SHERBROOKE, SYDNEY, N.S.**
***FACTORIES.*—BEAUBIEN ST., MONTREAL; ST. DENIS, ST. CROIX, ST. HYACINTHE**

REGISTERED TRADE MARK

WORRALL'S
FAST DYES
VELVETEENS

owe their richness and suppleness to the dyer. They undergo more processes at his hands and make greater demands on his art than do any other materials.

For centuries Manchester has been the centre of the world's velveteen trade, and here the art of dyeing and finishing velveteen and kindred goods has attained its highest development.

The firm of J. & J. M. Worrall, Ltd., dates back a century and a half, and from their Ordsall Works, which now cover many acres, have come not a few of the improvements which have given the velveteens of to-day the beauty and lustre which have won for them such world-wide popularity.

The introduction of Worrall's Fast-to-rubbing dyes some years ago opened a new chapter in the history of the industry and well informed velveteen buyers the world over—more particularly when buying for costume purposes—now insist on a guarantee that their cloths are in Worrall's Fast Dyes.

GRAND PRIX



FRANCO BRITISH EXHIBITION 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J & J.M.WORRALL LTD MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD

GRAND PRIX



TURIN EXHIBITION 1911.

J. & J. M. WORRALL, LIMITED, ARE NOT MERCHANTS, SO ALL ENQUIRIES FOR VELVETEENS IN THEIR DYES SHOULD BE SENT THROUGH THE USUAL WHOLESALE CHANNELS

THE UNION JACK

The Flag Upon Which the Sun Never Sets

It flies over one quarter of the human race and one-fifth of the land surface of the world. A liberty bond for every home, symbolizing 300 years of history.

CONFEDERATION

UNDER THE OLD FLAG

On July 1st, 1867, confederation of the provinces and territories of

CANADA

under the British North America Act became law in the Provinces of Ontario, Quebec, New Brunswick, Nova Scotia, British Columbia, Prince Edward Island and the Northwest Territories, since then parts of which are now the Provinces of Manitoba, Alberta and Saskatchewan.

1917—OUR JUBILEE YEAR

"United We Stand," "Divided We Fall,"
"O Canada:" "The Maple Leaf Forever."

"And here's a hand, my trusted friend,
And gies a hand o'thine;
And we'll take a right good willing shake
For auld lang syne."

GOD SAVE THE KING

John Macdonald & Co., Limited

TORONTO

Best Values



Best Styles

Specializing in:



Laces
Embroideries
Dress Trimmings
Wash Goods
Chiffons
Neckwear
Ribbons
Hosiery
Corsets
Brassieres

This line is absolutely up-to-date, replete with the newest creations.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces
Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

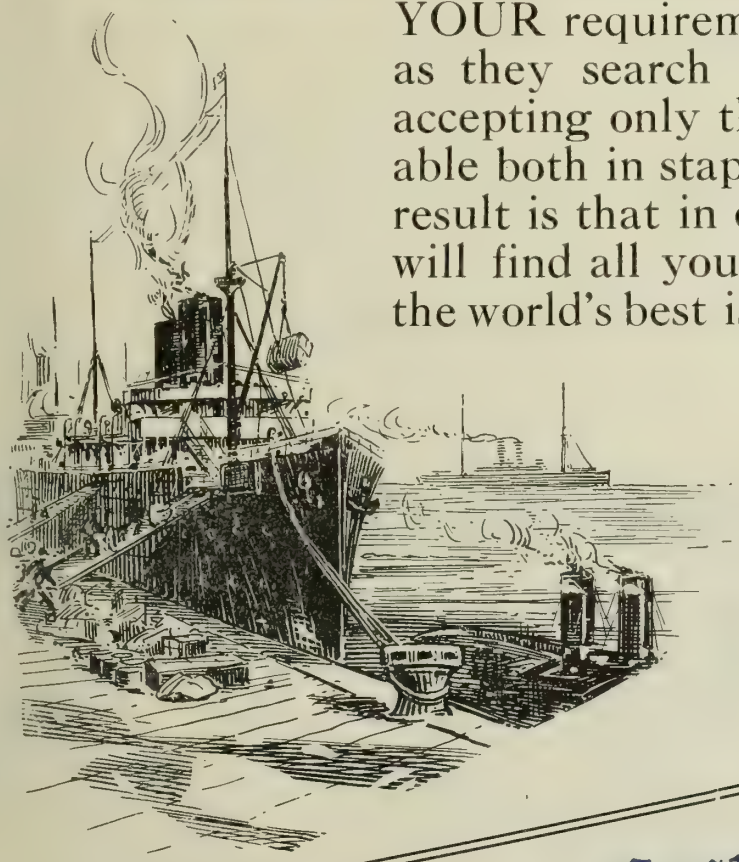
London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

Best Service

The World's Best

Gathered for your convenience

WHEREVER Laces and Embroideries are made in any quantity, there go our alert buyers. They have YOUR requirements and needs in mind as they search the world's markets---accepting only the best and most saleable both in staples and novelties. The result is that in our complete stock you will find all your needs filled. Truly, the world's best is gathered here for you.



We can give as prompt delivery as you wish.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces
Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

Immediate Deliveries

The Utmost in Batting Value

NORTH STAR, CRESCENT and PEARL BRANDS of Batting

represent value to the customer unequalled.

Made from long staple cotton white as snow, soft and elastic, this batting gives your customers a value they will appreciate.

Made up in big batts that open out into strong sheets of even thickness. Selling these brands will bring more profit your way.

ORDER OF YOUR WHOLESALER

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

LONGCLOTH THOROUGHLY SHRUNK

Cables: "Spero, Manchester."

LONGCLOTH THOROUGHLY SHRUNK

EASY TO SEW.

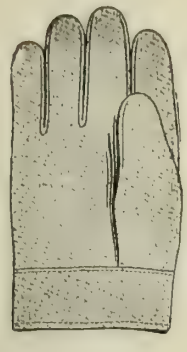
ERO LONGCLOTH — SELVEDGE STAMPED EVERY TWO YARDS "SPERO" MAKE. — QUOD SPERO ERO

STOCKED IN 32 & 36 INCHES.

LONGCLOTH THOROUGHLY SHRUNK

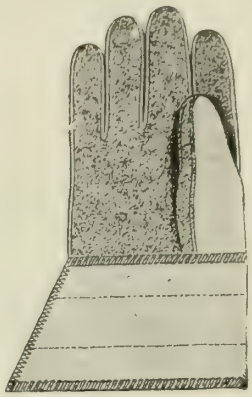
LONGCLOTH THOROUGHLY SHRUNK

If you want a reliable Hem-stitched Plain Bleached Sheet, enquire for the HAWORTH, with "SPERO" MAKE on selvedge—the most popular on the Market Each sheet stamped :—



TAPATCO
REGISTERED TRADE MARK
BRAND

Work Glove Makes Every Workman Your Customer



Every man who works with his hands is a prospective customer of the merchant who carries a stock of "TAPATCO" Cotton Gloves. There's a "TAPATCO" for every industry and there's a need in every industry for the "TAPATCO".

This line of absolutely dependable gloves opens for you a wide and profitable field no matter where you are doing business. Farmers, Teamsters, Laborers, Mechanics, Chauffeurs, Railwaymen, Lumbermen, in fact, men in every line of industry use and recommend "TAPATCO" gloves.

And remember—"TAPATCOS" give that thorough satisfaction which brings the "casual" customer back again.

Gauntlet, Knit Wrist, or Band Top Styles in Heavy, Medium or Light Weights. Leather-tip, Leather and Leatherette Faced Gloves. Jersey Gloves and Mitts, in Tan, Slate or Oxford.

The American Pad & Textile Company

CHATHAM, ONT. - CANADA

A year of extra Overall Business

As the past year has been, so the present will be, a year of extra business in overalls.

Munition-making and "Greater Production" have made overall prospects of thousands of men and boys who never before wore overalls. This is a new field, all extra business, and worth cultivating properly.

You can guarantee satisfaction to this new trade by selling "Carhartts." This is just the line to catch this business, and to make it worth something to you in your other departments.

Remember, every new overall customer is a live prospect for "Carhartt" Gloves. You can make two sales at the expense of one.



Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

Toronto Montreal Winnipeg Vancouver



When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

THE SPECIALTY HOUSE OF CANADA

A close attention to market conditions places us in the strong position to offer in every department a complete showing of Novelties unsurpassed with Staple Lines of exceptional value.

In view of market conditions and the difficulties existing in shipping, we strongly advise the placing of your orders without delay.

The cost of manufacture is steadily advancing and early buying is undoubtedly advisable.

Our salesmen are now on the road with a complete range.

Letter orders given special attention.

SOLE AGENTS IN CANADA FOR

Viyella Flannel
Trefousse Kid Gloves
Rouillon Kid Gloves
Niagara Maid Pure Silk Gloves,
Hosiery and Underwear.

DRESS GOODS and SILKS

COTTONS
Plain and Novelties
Sateens and Linings.

GLOVES
HOSIERY
and
UNDERWEAR
Men's, Women and Children

LINENS
Household and Fancies

Smallwares
Embroideries and Laces

RICHARD HAWORTH AND COMPANY, Limited, MANCHESTER, ENGLAND.

Cables : **"Spero, Manchester."**

Cotton Goods

HAVING

On Selvedge every two yards the words 'SPERO' MAKE

ARE RELIABLE, SO ENQUIRE FOR

FLANNELETTES, CALICOES SHEETS AND SHEETINGS

Also the "HAWORTH" GREY—soft as Merino, specially woven for undergarments.

that have stamped on selvedge every two yards, the words

"SPERO" MAKE.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

PUBLISHING OFFICES:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

Now that the sale of Summer Goods is in full swing, stocks are being depleted and assortments broken.

DO NOT MISS SALES

Your sorting requirements ordered through our Travellers or through our

LETTER ORDER DEPARTMENT

will receive

PROMPT and ACCURATE ATTENTION

The **W. R. BROCK COMPANY** (Limited)

Wholesale Dry Goods

MONTREAL

TORONTO **CALGARY**

The best Linen Trade in your Town

LIDDELL'S
IRISH LINENS

There's a class of trade in linens in your town that it will pay you well to cultivate. But you will require to have a mighty good line in your stock to get that trade—a line that will combine beauty of design and finish with a real quality that will stand the test of time and usage.

With "Gold Medal" Linens in stock you can show your best trade the daintiest exclusive designs in a linen that is remarkable for its finish. And, remember, the sales-making appearance of "Gold Medal" Linens is backed up by a quality equally great.

See samples for next season.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY

22 Wellington St. W., Toronto

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO
65 Simcoe Street

MONTREAL
525 St. Paul Street

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.
J. Bonas & Son., Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.
Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener. Wilson Dress Hooks.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

HORROCKSES

are

Cotton Spinners and Manufacturers

with an experience and reputation of over a century and a quarter. As they are determined to maintain the reputation of producing

the very best

you may rely on all goods which bear their name on the selvedge.

Horrockses Crewdson & Co., Limited
MANCHESTER and LONDON, ENGLAND

Agent for Canada
JOHN E. RITCHIE, 591 St. Catherine St. West
MONTREAL

Tie Up to the Feature Collar

KANT KRACK TRADE MARK REGISTERED

COLLARS

KANT KRACK TRADE MARK is not an ordinary collar. In fact there is nothing ordinary about it ---it abounds with features that give it a strong sales-appeal not possessed by any other waterproofed collar.

KANT KRACK is easiest to button because of Flexible Lips and Slit Back.

KANT KRACK gives longer service for the Buttonholes are Reinforced. (A very strong point).

KANT KRACK is to all appearances real linen.

KANT KRACK can be had in all the most popular styles and sizes.

KANT KRACK is made in only one grade—the best possible.

Don't make the mistake of believing KANT KRACK is suitable only for your cheaper trade. It is true that it is the most economical of all collars (economy is one of the best selling arguments going to-day). Draw the attention of your customers to the "real linen" appearance of KANT KRACK collars. Show them that in appearance KANT KRACKS are linen, but that unlike linen, they will not wilt, need no laundrying, and are waterproof.

Give an order to-day for a few dozen and prove our contention that KANT KRACK is **the** collar.

Made in Canada



12—18½



12—18½



12½—18½



13—17



13—18



14—19

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

The W. R. BROCK COMPANY (Limited)
TORONTO

"Her Ladyship" Coats FOR FALL



OUR range of fall and winter garments is being shown on the road by our special representatives and can also be seen in our showrooms. Buyers are invited to look over our assortment of coats when in Toronto.

We would impress particularly the fact that our deliveries are fully protected and customers will certainly have no anxiety concerning the completion of all orders placed with travellers.

The lines for Fall season have attractive smartness in style and excel in quality, though offered at popular prices. We have a large assortment of styles and generous range of material from which to select. It is decidedly in the best interests of the trade to inspect and secure some of these garments under the favorable conditions we are now offering. Later, prices will be much in advance of present quotations, and deliveries more or less uncertain.

The W. R. BROCK COMPANY (Limited)
South West Corner Bay and Wellington Streets
TORONTO

THE POLITICAL SIDE OF IT—50 YEARS AGO



THE FATHERS OF CONFEDERATION

A reproduction from the official painting of the men who formed the conference at Quebec at which the agreement between the various provinces was reached. The original, unfortunately, was burned in the fire which destroyed the House at Ottawa last year.

—Cut by Courtesy MacLean's Magazine.

THE FASHION SIDE OF IT—50 YEARS AGO

(Reproduced from July-August, 1867, issues of "Illustrated London News.")



Paris Fashions for July, 1867.



Paris Fashions for August, 1867.

For descriptions in detail see Ready-to-Wear Department.

Dry Goods Review

VOL. XXIX. TORONTO, JULY, 1917 No. 7

WISE BUYING POLICY FOR FALL

Caution is the Watchword of Shrewd Merchants—Stocking-up Time is Past — More Frequent Buying Advised—Allow For Effect of High Prices on Consumer Buying

THE arrival of the main buying season for Fall merchandise finds the retailer confronted with several new and perplexing questions that only add to the difficulties that he has had to meet during the past two years and more. The peculiarity of the present world-struggle is that the farther we advance into it the more complex the commercial situation appears to be. No more fitting subject could be used as an introduction to the Annual Fall Number of DRY GOODS REVIEW.

Some months ago when there seemed a likelihood of the exhaustion of Germany and a possible ending of the war this year, most merchants began to go easy on their buying except in some woolen lines that seemed certain to retain their high prices, if not to advance still farther. At that time cottons did not look to be in the "sure" class. At the beginning of the year a shrewd merchant of an Ontario city told DRY GOODS REVIEW that he was starting to unload his stock even then, and that he planned to have a smaller amount on his shelves by December 31, 1917, than he had had for many years past. He wanted to be prepared for a sudden ending of the war. Since that time most of us have given up the idea of an early ending of hostilities; cotton has almost doubled in price, and is three times what it was at the beginning of the war; wool has become even more scarce and much higher than it was; transportation facilities have been reduced greatly, and prices in nearly every line have mounted steadily. In the face of all these conditions what is the wisest policy for the merchant?

Cover Only the Near Future.

As at the beginning of the year, we would urge the merchant to buy lightly so as to cover little more than his needs for the near future, particularly in lines where fashion has any part. For his underwear for the Spring of 1918, it would seem the best policy to cover the most of his needs, but on the assumption that the increase of at least 50 per cent. in the prices will lessen the sales of these goods. The same policy would look to be the wisest in the case of hosiery as well. The demand all over the world for these lines is tremendous and the history of the past Spring and coming Fall seasons leads to the view that late purchases will be made at the risk of higher prices and an uncertainty as to delivery.

In the Woolens Department.

In the case of woolens for dress goods the common reply of the buyer in the store who has had an opportunity to stock up during the past year, is that little will be bought except a few pieces to replenish the stock that is on hand, and that great care will be exercised in the case of novelties to freshen up the rest. As one merchandize buyer expressed it: "There is so much that is being offered that is simply 'rotten' at the price, that it would be foolish to buy it. The value is not there and people simply will not take it off your hands. Moreover, there will be so much in the way of substitutes that it will not pay to stock up on a line simply because people used to demand it. Broadcloths, for instance, at present market prices, are in the main very poor value. We look to the high price of woolens to add to the sale of silks."

Heavy Cost of Holding.

Another buyer issued a warning against investing heavily in goods at present high prices. There was the interest in holding them; the liability of a change in the buying of the public in the face of high prices of food; the impossibility of responding to advantageous, late offers that might come, and so on.

In cottons no one looks to lower prices for some time. Yet a hand-to-mouth policy is advised even here by a number of buyers, after providing for a portion of the Fall needs. Here again the high prices may lessen the buying by the public.

Buy Lightly and Often.

So it is with the majority of dry goods departments. Buying lightly and buying often would appear to be the policy that will be followed out by many of the shrewd merchants in this country. In other words, they are getting back to the point in policy that had been decided upon before the war, not to stock up heavily at the beginning of a season, but

WILL TAKE CHANCES

THE following reply was received from the Merchandise Manager of a very successful store in a large city:—

Re purchase for Fall: As a firm we had placed fairly heavy when prices were right and taking things as a whole we expect to have a fairly well assorted stock of merchandise for our customers. We are now ready to start for Spring, and have decided to go slow; prices are high and will, we expect, go higher, but we prefer to take a chance. Some people may overload as in the past, and require the money and in a case of that kind, of course, we are ready to buy.

Black and dark staple dress goods will be very good, and even at the high price will sell.

Silks we expect will be very good, the staple lines.

Cottons are very high. We have a very heavy stock at almost normal prices. Would hardly know how to advise re buying cottons.

Underwear, of course, we will have to buy, also notions, gloves, hosiery, etc.

Whenever possible we are taking deliveries and warehousing them until Spring.

Novelties we will have to take a chance on.

to buy sparingly so as to be ready for new styles that might offer, and so as not to be handicapped by a heavy stock that soon would lose the interest of the sales staff as old stock before the selling season was half over.

Mark-up on New Goods.

On one point there is a wide difference of opinion among merchants, as to whether they should mark up the new goods bought from now on at the present high market scale, so as to get the same percentage profit as they have done the past year, or whether it would not be wiser to lower this percentage so as to stimulate the selling of the goods. Many will average up to selling prices of the new goods, allowing the larger profits on the stocks bought the past six months and a year back to compensate for a lower-than-average margin on the very latest goods to enter the store. The net profits for 1918 are not at all likely to equal the percentage that was made in the latter part of 1916 and the greater part of 1917.

Buying Power of Public.

"Will the higher prices for goods in your store, and the very high cost of food stuffs lessen the buying of the general public this Fall?" was a question that was asked of a number of merchants by DRY GOODS REVIEW during the latter part of June and early in July. The general response was that so far there were no signs of a falling off in the buying powers (and practices) of the public. It is the general beleif that if conditions of employment and of wages continue as they have been for the last eighteen months that the retail selling will continue at least to equal in value, if not in quantity, the records of the earlier periods.

Failing to Settle Accounts.

THE merchandize manager of a large city store sounded a warning in an interview with DRY GOODS REVIEW to merchants who have been buying so heavily that they require to get a large loan from their banker or from other sources.

"In my experience with the wholesalers, I learn there are a number who are in this position, and who have passed the day for settling their accounts, March 4, May 4, and so on, with the idea that it is far more profitable for them to have the money invested in goods that will increase in price the next few months than to settle up their account with the wholesaler or the manufacturer.

"It is not hard to see the wisdom of this. There may be—probably will be—a change in the value of the goods that ordinarily would mean increased profits for them this year or early next, but there is a serious point for them in their relation with the supply houses. One wholesaler told me this week that he had orders for 5,000 dozen of a certain line of underwear, and only 500 to supply to his customers."

"Who do you think will get these?" remarked the wholesaler to this retailer. "Simply those that we know will settle up their accounts promptly. We have a number on our list who have passed them over, asking us to grant them an extension. None of these will get a single dozen. We are going to look after those who are settling up promptly, and not those who want us to carry them along from month to month."

"This course," remarked the retail buyer, "is the only fair one for the supply houses to adopt at this time of scarcity, but it is one that will make it very serious for the retail merchant who presumes on the good will of his wholesaler or manufacturer. I am told that this condition is becoming widespread and that the manner in which accounts were met the last two or three months has been worse than in many years. This does not mean that the retailers are in any poorer shape; simply that they are hoarding up stock and trust the wholesalers to carry them along."

(Editorial Note.—Wholesalers state tha tthis condition is not widespread.)

This buyer showed his Invoice or Purchase books to DRY GOODS REVIEW and went rapidly over each department, indicating the position each was in in regard to purchases for Fall, at this time of year compared with what they ordinraily were. In the case of ready-to-wear, he was well up to his average, and also in underwear, for he had been purchasing heavily. In his dress goods, so far for Fall he was laying in a stock of navy blue serges and of silks only. In most of the departments where staples were required, he had stocked up during the past year and his policy for the coming months was to buy frequently rather than in large quantities at any one time. As far as Spring was concerned, he would buy his underwear and hosiery as soon as he could, because it was his firm belief that there was no chance of prices going down and it was certain that they would advance much higher than they were at present.

"If I had $10,000 clear from my business I would invest it in extra stock," he declared, "but I have to keep within the limit of my appropriation by a very wide margin for Fall and will always be able to meet the demand of the supply houses when they come due!

More Sorting Business.

A MAN who controls buying for large sections of a store in one of the large cities in Canada, is keeping down his purchases, that is, in bulk, that he is making for Fall. He is not buying heavily in advance as before and will do far more sorting business than he has done for several years past.

He is thoroughly against stocking up at the present time, except in a very few lines. Not that he believes the prices will go any lower. He is firmly convinced that everything in the dry goods line will be higher six months from now than it is to-day, but he said that if he had $200,000 at his disposal he would not go into the market any more heavily than he is at present.

"I do not think it would pay me. I would have to pay a percentage that is charked up to all our surplus stock at the rate of 7 per cent., and I would be prevented from taking advantage of any special prices that are offered later in the season, or any new goods that come out. More than that, there would always be the risk of being caught with high-priced goods when the market starts to go down, although there is nothing in sight now to indicate this."

His opinion was asked as to whether it was wise now to mark up the new goods that were coming in at as high a percentage as had been done continually during the past year. He was quite opposed to this, as a matter of wise policy.

Not as High Profits.

"We cannot get as large profits on our new goods as we did before. Many of these that we have in stock now were bought about a year ago; some of them were ordered eighteen months ago and are just being delivered now on the original contract prices. On these we get 100 and 200 per cent. sometimes. In fact, on some silks we get as high as 300 per cent. This is not unfair to the consumer; it is simply working on a basis of safety to provide against the future. Every merchant who is wise has done this, as we have ourselves, but in future, if I buy an article for 80c now, chances are that I will sell it around $1 or over a few months from now, when the trade opens. I will have on hand lots of articles on which my profit will be double or treble or four times that of goods that I bought earlier. But at present prices, to take the ordinary profit, would simply stop the sale of that article to most of our customers. Moreover, it would give us a reputation now of being very high priced."

VIEWS OF MONTREAL BUYERS

They Are Inclined to Purchase Only Requirements, and Are Watching Conditions Very Closely at Present.

Interviews by resident Montreal editor.

MONTREAL, July 3—(Special)—There is a tendency at present amongst the merchandise buyers of department stores in Montreal towards the reduction of stocks. While the question of re-supplying is still an anxious one, consideration of the risk of carrying heavy stock along indefinitely is weighing much more with buyers than it did in the end of the Summer of 1916. Interviews with several buyers

(Continued on page 39.)

USING LIVING MODELS FOR FALL OPENINGS

Practice Growing Over Canada — How Brantford Ready-to-Wear Store Interested Customers—Many Sales Resulted Immediately After Demonstrations.

THE use of living models for Fall and Spring openings is spreading rapidly in Canadian stores. Until this season it was limited mainly to a few of the largest stores in Canada, and in most cases these have had to bring their models from New York, as it has been difficult to obtain them from their own staff. In some cases one or two models were brought from New York, and these trained members of the local staff, so that extra expense was thus saved. An American organization undertook to supply these models in several cases this Spring, and in this way the use of living models was carried on in Western as well as Eastern Canada.

A very effective method of using these models was adopted in a store managed by one whose name has been familiar from advertising and window trimming connections to readers in DRY GOODS REVIEW—Mr. E. C. Greenhill, who was for a number of years connected with Ogilvy, Lochead & Co., and now is in charge of Levy's ready-to-wear store in Brantford.

Clear Racks to Rear for Spectators

The several members of the staff were used to show the new goods. The store itself is a long narrow one, with racks on either side. These racks were cleared away, and most of them taken to the back and the place filled up with chairs—facing the rear—leaving an aisle in between for the models to walk up and down. Four or five of the girls of the staff assisted them to dress in a room at the rear, and they would come out and walk up and down showing the new suits or coats or dresses, and also furs and millinery, the last a new line that has been added to this store.

"Just before the model came out, I would announce what she was wearing," said Mr. Greenhill. "For instance, I would say, 'This is a suit of navy blue velour, an imported model, size such and such, with hat to match.' Then the audience would be ready to look at the style as soon as the girl entered the room from the rear.

Examining Garment Later

"Opportunity was given for any person to examine the garment as the girl walked up and down, and when she was through, the suit or coat would be put on a rack at the rear of the store for examination afterwards. A lady might remark to me, 'I would like to see the last model you showed,' and I would send a sales girl out to her, who would show her the model on the rack, or she would wait until the demonstration was over and then examine it. A note would be taken of the lady and her address, and what she seemed to show an interest in, and if she did not buy at the time, we would follow her up in a few days, possibly 'phoning her that we had such-and-such a line of goods in or a new model at the time.

"In the case of a suit, the coat would probably be all that would be put on, but if anyone expressed a desire to see the skirt on, then the model would go back and dress in this as well. If she did not wear the skirt, she would hold it across her arm, so that it might be examined as well as the jacket. The first time I tried this was with a traveller's trunk of samples and I engaged a model. The next time, however, I used the girls on my own staff, and they did exceedingly well.

Three Demonstrations Daily

"The demonstration usually lasts in the morning from 10 to 12.30, then from 3 to 5 in the afternoon, and we had an evening one from 7.30 to 10. All the models were described just before they came out, so that the ladies were aware of exactly what they were going to see. When the demonstration was over, the seats were cleared away, and the models which had been shown were put on racks, so that they could be inspected by the ladies who had been attracted by one or other of them, and in this way we made a great many sales at the time.

Uses Model for Ordinary Sales

Mr. Greenhill will adopt this method for his Fall opening this year, and will show a large number of samples. He has begun to make use of his staff also in the ordinary sale of goods. If a lady comes in and wants to look at a suit, he will model it right in front of her, putting it on one of his staff, and if she wants to have the skirt on, too, this will be done.

"We don't care how much time customers spend, so long as they go away satisfied."

Cleaning-Up for Fall

Mr. Greenhill has very strong ideas on the need for clearing out all Summer lines before openisg his Fall season. He starts a "sale" using a full page of the local papers for the opening day, then following this up with a half-page ad., and sending one both in circular form to a selected list in and out of the city.

At $10 or $15

His main plan is to fix a few definite prices, $10 and $15 at first. Then he would offer all suits "up to $32.50," for $10, and silks up to $50 for $15. These liberal values attract attention and the very uniformity suggests to women that it might pay them to go in and pick out the best $10 or $15 value on hand.

If the first sale does not dispose of all on hand, they are "put up" again, at an lower price .

At the end of the season if there are half a dozen only left, he may let them go at $2 each! This was done last Dollar Day,—and the window display and advertisement working together crowded the store and compelled the locking of the doors.

On a rack he would mark—"Any waist here for $1," or $2, or $1.50, and the cards would sell the goods in many cases.

All through the store the cards are unusually attractive, as well as prominent. The line of goods is in big lettering, but even larger is a neat, rounded figuring.



When Levy's go into any special event they go into it big, and this is a reproduction of a full page ad. that was used last Fall containing in an attractive form an announcement of the lines they carry, and a brightly worded invitation to "come and see"—in an ornamental dress.

FALL FASHIONS AS RETAIL BUYERS PICK THEM

Views of Leading Heads of Departments on Lines That Look to be the Probable Sellers in Ready-to-Wear, Fabrics and Millinery.

From reports made to Dry Goods Review

ON a former occasion—in February last—DRY GOODS REVIEW presented the opinions of a large number of retail buyers on what appeared to them at the time as the most likely sellers in their respective departments. These replies were appreciated by the merchants of Canada and department buyers. Not that there was a unanimity about them—as one buyer remarked when his opinion was asked for the present issue, "If we all agreed, of what help would be the view of any one else?"

These views are reproduced here not only because they represent, in many cases, the results of a wide examination of available styles, but also because they present possibilities of the new Fall season from a variety of angles.

The most advanced condition so far as Fall is concerned, naturally, is the portion of the ready-to-wear department. Next in order of finality comes that of dress fabrics and silks, while millinery buyers—as manufacturers—are still at sea as to many details that still remain to be worked out, as well as to the types and materials that may be described as certain to prevail in the full swing of the selling season.

On behalf of its readers, DRY GOODS REVIEW extends grateful thanks to those who have so generously responded to a series of questions that were sent out.

MONTREAL.

READY-TO-WEAR.

From J. McNicoll, Henry Morgan & Co.

1. Best length of Fall suit coat—34 inches.
2. Box pleats will be shown as much for Spring.
3. Military effects will not be popular.
4. Long capes and cape coats will not continue good for Fall.
5. Barrel styles, including baggy pockets and side drapes are becoming less popular.
6. Mannish tailored effects will lead.
7. Coats and jackets will be slightly fitted at the waist.

FALL READY-TO-WEAR.

From Chas. Marchand, buyer for Dupuis Freres.

1. Length—36 inches for popular suits; 42 for high grade.
2. Pleats, in dresses.
3. Military effects popular in coats.
4. Still larger demand for long capes and cape coats.
7. Jackets, slightly fitted in the better grade suits.
8. Demand for high collared blouses will increase durisg the Fall.
6. Mannish tailored effects very fashionable for suits.
5. Barrel styles, baggy pockets and side drapes, not popular.

TORONTO.

READY-TO-WEAR.

From Mr. Bradwin, buyer, The Robert Simpson Company.

Fall suits will vary in length from about 36 to 42 inches. They will be worn from 34 to 38 inches as the popular lengths, but extreme styles will show 42 to 46-inch coats.

Fur trimmings will be used extensively.

Pleats will not be shown so much with the longer coats.

Capes and cape coats will not continue for Fall to any great extent.

READY-TO-WEAR

Buyers agree pretty much on the following points:—

Popular suit coat length 38 inches. Better grades longer to 42 inches.

Military effects not strong.

Barrel styles out.

High collared blouses doubtful.

They disagree as to popularity of pleats, baggy pockets and side drapes; also as to whether coats will be slightly fitted, and the vogue for mannish tailored fashions.

FABRICS

Buyers agree as to colors, both clear and grey. Big place for satins, velvets and plushes, and crepe de chine.

They disagree as fine or coarse weaves being preferred.

MILLINERY

Plush and velvet strong.

Wings and ornaments for trimming.

Dark colors good.

In the United States military styles will be popular. The tendency will require developing here.

Barrel styles will not be good for Fall, though baggy pockets and side drapes will have a good place.

Mannish tailored effects will be strong for the early season only.

The tendency in coats and jackets is to be slightly fitted and flare from the waist.

READY-TO-WEAR

From Buyer, Stanley Mills & Co.

1—Best length of Fall suit coats—38 in.

2—Pleats will not be shown as much.

3—Military effects will not be popular.

4—Long capes and cafe coats just as a novelty.

5—Barrel styles—that is the modified barrel, and large pockets will be more popular; side drapes less popular.

6—Hard to say as to mannish tailored effects.

7—Coats and pockets both straight and slightly fitted.

8—Small demand for high collared blouses.

REGINA.

READY TO WEAR

From T. W. Byam, R. H. Williams & Sons

1.—Fall suit coats, 38 to 42 inches; some of the better coats a little longer.

2.—Suits for Fall will be made on plainer lines; not as many pleats shown.

3.—Military effects will be stronger in coat dresses and coats than suits.

4.—No demand for capes or cape coats here.

5.—Barrel styles and baggy pockets and side drapes are less popular.

6.—Tailored effects will lead in navy and black coats and suits.

7.—Coats and jackets will be slightly fitted at the waist.

8.—High collared blouses will be good sellers for Fall.

9.—Remarks.—Very few suits are sold here in Fall and Winter; more demand for heavy coats. Better garments sell first. There will be a demand for serge dresses in straight line effects, pockets and embroidery trimming; large collars good.

ST. JOHN.

READY TO WEAR

From Buyer, F. A. Dykeman & Co., St. John, N.B.

1.—Length, 32 to 34 inches.

2.—Pleats, as much as for Spring.

3.—Military effects doubtful.

4.—Long capes and cape coats, increasing in popularity.
5.—Barrel styles less popular.
6.—Mannish tailored effects limited.
7.—Slightly fitted.
8.—High collared blouses coming, but not with a rush.

LONDON.

READY TO WEAR

From Department Buyer, Gray's, Limited.

1.—Best length for Fall coats, 38 to 40 inches.
2.—Pleats will not be shown so much as for Spring.
3.—Military effects will be more or less popular.
4.—Long capes and cape coats will continue.
5.—Barrel effects are likely to become more popular.
6.—Mannish tailored effects will be a leading Fall fashion.
7.—Coats and jackets will be slightly fitted.
8.—High collared blouses will be worn.

BRANTFORD.

MILLINERY

From Buyer, E. B. Crompton & Co.

1.—High crowns will be good.
2.—Both narrow and wide brims will be good.
3.—There are some military styles that will be good in shapes as well as in mounts.
4.—Plush in all colors and Lyons velvets.
5.—Wings, mounts, ornaments and ribbons for trimmings.
6.—Nigger grey, navy, prunelle, wine, steel grey and taupe in colored velvets.
7.—Ribbon trimmings will be good, but very little ostrich, and few flowers for early wear.
8.—Remarks. — The tailored velvet shapes, also velour, are the most desired goods for the better trade. Colored felt hats for early Fall wear.

HAMILTON.

DRESS FABRICS

From Mr. Vaughan, Buyer, Finch Bros.

1.—Fall Suitings.—Fine weave or twill serges. broadcloth and tricotine twills.
2.—Dull grey and taupe.
3.—Silks and satins in suits and dresses; silk for afternoon dresses; service satin finish, not taffeta; silk for suits not important.
4.—Coat Fabrics. — Sealette, plush, novelty tweeds with a velour finish; zebeline plaid effects.
5.—For suits, not plush; velvet to a fair extent.
6.—Afternoon Dresses.—Crepe de chines strong, comprising a range of shades.

READY TO WEAR QUESTIONS

1. *What will be the best length for Fall suit coats?*
2. *Will pleats be shown as much as they were for Spring?*
3. *Will military effects be popular in suits, dresses and coats?*
4. *Will long capes and cape coats continue for Fall?*
5. *Are barrel styles including baggy pockets and side drapes becoming more popular or less?*
6. *Are mannish tailored effects to be a leading Fall Fashion?*
7. *Are coats and jackets to be straight or slightly fitted at the waist?*
8. *Are high blouses to be worn for Fall?*

DRESS FABRICS QUESTIONS

1. *Which will lead for Fall suitings, fine or coarse weaves?*
2. *Will clear or dull greyed colors be popular, and which ones?*
3. *What place will silk including satin, have for suits and dresses?*
4. *What will be the leading Fabrics for coats?*
5. *Will velvets and plushes be used for suits?*
6. *What fabrics will be most used for afternoon wear?*
7. *Will high price of woolens make big silk season?*
8. *Remarks.*

7.—Remarks.—It very seldom fails when the majority of June brides prevail on certain weave of goods that the same class of material will be strong for evening and party occasions and for dressy afternoon frocks.
8.—High price of woolens affecting silk sales—not to the same extent as a Spring or Summer season, as a greater amount of woolen goods must be bought even at an advanced price.
Mr. Vaughan adds in a footnote: Lace of all descriptions will be featured strong in the near future as a trimming, especially a hand-made lace, insertion, etc. This style must be advanced in order to give the women in European countries, especially during the war, a chance to earn money at their own occupation.

OTTAWA.

DRESS FABRICS AND SILKS

From Buyer, Department Store.

1.—Fall Suitings.—In our judgment, broadcloths and cheviots.
2.—Clear or dull greyed colors.—Principally dark shades.
3.—Suits and Dresses.—Charmeuse satin, grosgrain, taffeta and faille, we think, will be in good demand.
4.—Fabrics for Coats.—Plush and tweed coatings.
5.—Suits—Velvets and suitings, but not plush.
6.—Afternoon Dresses. — Charmeuse satin, crepe de chine, and crepe meteor.
Remarks.—Woolen goods being scarce and prices high, where good values are obtainable, we think customers will buy freely of silks. Silks will be in good demand for indoor wear.

TORONTO.

DRESS FABRICS

From Mr. Stewart Oxley, Murray-Kay, Limited.

With regard to Fall dress fabrics, Mr. Oxley believes that fine and coarse weaves will both have a place. Plain velours, wool jersey, broadcloth, plain and check serges, Bannockburn tweeds and plaids will be in demand. As to colors, grey will be very popular, also coronation, beaver, eminence, dark wine and mink.
Satins, chiffon velvets, plushes, and velvet brocades on satin and chiffon will find big sale.
Among the leading fabrics for coats is a new material called "silver tone," which will be very popular. This has a short camel hair effect, something like a zibeline. In addition, plain and fancy burellas, velours and pile fabrics will be good. Velvets and plushes will be good for suits. Silver tone, broadcloth, velour and satin will be used for afternoon gowns.
Prices for wool goods will be higher, and the scarcity of all-wools will help to make pile fabrics more popular. Both silks and pile fabrics will also be higher in price for Fall.

OTTAWA.

DRESS FABRICS

From J. S. Virtue, Buyer, Murphy-Gamble, Limited.

1.—Coarse weaves will lead for suitings.
2.—Dull grey and taupe will be popular.
3.—Silks, including satins, will hold first place for suits and dresses.
4.—Heavy velours and tweeds will be the leading fabrics for coats.
5.—Yes, velvets and plushes will be used for suits.
6.—Charmeuse and soft satins will be most used for afternoon dresses.
7.—High price of woolens will increase sale of silks.
Remarks.—Owing to the scarcity of wool, we think velvets will be in big demand for Fall trade.

BRANTFORD.

DRESS FABRICS

From Mr. F. R. Redditt, Buyer, E. B. Crompton & Co.

1.—Coarser weaves on account of scarcity of the fine yarns.
2.—Colors — in broadcloths, serges, etc., dull greys. In homespuns, tweeds, etc., clearer colors.
3.—Silks and satins will figure strong-

(Continued on page 47)

MONTREAL BUYER ON FALL

From interview with R. Brodie, Holt, Renfrew & Co.

IN fabrics for the Fall emphasis will be found laid on wool velours, and velours, and velour delaines. These will probably be very strongly in favor. They are not found in blacks as the black dyes do not take well on the rough fabric of which they are made, but in the seasonable colors they will be very much in vogue.

Fur Trimmings Popular

Duvetines will also be much in favor according to present indications, and fancy velours. Fur trimmings will be found popular with the best dressers, the emphasis laid on kolinsky according to present indications. Moleskin will also be found, and beaver, and Hudson Seal. The seal will be most largely used probably as both kolinsky and mole work out costly, the mole being expensive on account of the small size of the skins.

Revival of Periwinkle

In colors for this Fall there will be black, of course. There is always a good range of black fabrics which are never out of vogue. Navy blue will also be as popular as ever, and then will be found brown in various shades. Taupe will be in vogue amongst the leading colors for this Fall and various shades of greys. This season there will be found once again the color known as Periwinkle—a color which has disappeared for a long time, but which is reviving in favor evidently.

Fur is to be in vogue in the form of the Chin-Chin collar in mink and seal, but fur may not hold the fashion absolutely without alternative. The collars are being made detachable so that they can be left off, and the garments worn without fur.

Tailor-Mades Becoming Important

More and more in evidence amongst good dressers is the smart neat English style of tailor mades. These are getting to be an important item in the high class trade. A clever three piece tailored suit with vest effect in different material from the coat and skirt is likely to be very much in vogue. The vest is lighter in color than the coat and skirt as a rule, and smartly cut in mannish style emphatically neat in every line, and not embellished with ornament.

Coat Dress Here to Stay

The coat dress is here to stay evidently. These are likely to be in vogue this Fall in velveteens with other materials, and many are in style very like two piece suits, but absolutely coat dress construction in every case, fastening right down as in this style of garment.

REPLIES TO SERIES OF SUGGESTIONS

Mr. Brodie's replies to the questions sent him by DRY GOODS REVIEW were as follows:

Length of Suit Coats.—The recognized length according to the best authorities is to be just to the tips of the wearer's fingers this Fall.

Pleats.—Not to the same extent as for last Spring. There will be some pleats, perhaps, but the best dressed women will be wearing plain tailored to a considerable extent.

Military effects.—No, the military effect is not likely to be popular (in suits, dresses and coats).

Barrel styles.—The barrel style is not popular and will not be. But big pockets and side drapes will be seen to a considerable extent.

Mannish tailored effects.—Undoubtedly, as high class women all over the world are wearing the nice tailored effects now.

Coats and jackets straight or slightly fitted at the waist.—Straight; no waist line shown.

Long capes and cape coats.—No; there may be a few worn but they have become too common now.

MR. HAYES' VIEWS

THE following reply was received from Mr. Hayes, Manager of and Buyer for the Dress Goods and Silks Department of The Robert Simpson Co., Toronto:—

For Fall suitings broadcloths, gabardines, fancy tricotines, Melrose weaves (which are a kind of armure), silk and wool cords and broche effects are much wanted. Greys in silver, moles and taupes will be popular colors.

It is anticipated that silks as offered in the Spring will continue for the Autumn in darker tones, and in larger sale. It is very probable that the scarcity of fine pure wool fabrics will be responsible for some increase in the sale of silks for Fall.

Broadcloth, gabardine, fancy tricotine weaves and velours will be leading fabrics for coats. This Autumn will see an enormous sale of velvets, plushes, fine pile seals, etc.

Silks of many kinds will be used for afternoon and fancy dresses. Everything will be shown and women will buy just what strikes their fancy. Fancy silk crepe de chines, plain and fancy Georgettes, crepe de chines in delicate evening shades, soft shades in liberty duchesse and charmeuse satins, ninons and marquisettes will all be taken.

NEW YORK EXPERTS' VIEWS

THE following extracts are from a report sent privately from a well-known New York authority who is in close touch with wholesalers and retailers there. It gives interesting views upon present season and Summer, 1918, silks and cottons.

"Dyed shantungs in regular hit-or-miss patterns, that is so that the lines to not have to match in the widths of the skirt, are one of the best things on the market.

"I think they will carry over into the Spring season of next year. In hunting through the raw silk markets I find there is some movement of Doupionni Silk. This you know is rather coarse yarn.

Heavy Silks for 1918 Dresses

"Although the manufacturers are very secretive as to what they intend to do with it, I put two and two together and decide that they are going to include rather heavy silks for simple dresses and skirts to be worn during the Spring and Summer seasons of 1918.

"There isn't any other conclusion so fas as fabrics are concerned. Hence, I take a conservative middle ground that Shantungs adapted for simple dresses, pleated skirts and in a lesser way packet suits, ought to be worth careful consideration.

"I find gingham suits selling in such houses as Lord & Taylor's at $59.50 when made up with polka dot foulards.

"Not infrequently the ginghams are made into skirts. Then the gingham is chosen to trim the smock which goes with it and is in a dyed harmonizing color. Not infrequently a four-in-hand tie is made of the gingham which when worn against the solid color completes a very attractive Summer suit.

Ginghams for Next Year

"My friends in the market have shown me purchases of gingham styles amounting to from $40.00 to $60.00 for the collection, from which to develop patterns for the Spring season of 1918.

Wide Stripes for August and September

"From a careful investigation of the leading retail stores in New York such as James McCreary & Co., B. Altman & Co., Arnold Constable & Co., I find that

(Continued on page 34)

MONTHLY RECORDS OF STOCK IN EACH DEPT.

Handy Card Index or Book System for Seeing That Stocks Do Not Pile Up Too High —Deducting Sales When Reduced to Cost Prices — System in Grays, Limited.

A suggestion for Fall Campaign

UNDER present conditions it is advisable for the merchant to keep a pretty close watch on the amount of stock that he has in each department of his store. This would not have mattered so much, in a way, a year or so ago when everyone was buying heavily and there was not the same concern about the amount of stock as there is now and as there will be for some time to come. Last year the merchant felt that most of the extra stock he was carrying was so much "velvet," as the saying is, to him, and as long as his credit was good the amount was not material.

This year is different and will be for Fall buying. The majority of merchants are pretty well stocked up in the staple lines and most of them have decided that they cannot carry as heavy stock as a year ago for reasons that it is not necessary to enter into here. Hence some method is desired that can be worked out quickly and accurately so that the merchant will know at any time about how much he has in each department and in order that he may see to it that he is reducing his heavy stock from month to month as so many have decided to do.

Monthly Records for Years Back

In a trip made by a staff member of DRY GOODS REVIEW at the end of June a very neat and concise method of keeping track of stock was shown by Mr. Gray, head of the well known store of Gray's Limited, of London. In a little drawer some seven inches wide about 5 inches high and a foot long, Mr. Gray has a record of the amount of stock in every department for every month of the past year. Not only that but in the same size of space he has records of the amount of stock carried in each department one year ago, two years ago, three, four or five years ago, so that he could within a minute compare the amount of goods in his dress fabrics department at the end of June with what he had at the end of June last year or the year before or the year before that again. His bookkeeping includes a record of the sales of each department, the turnover, loss and gain, purchased, overhead charges, etc., etc.

There is introduced here a form of this kind, used in a card index system with columns for the date, description, debit, credit and balance. The way this index system works out is as follows:

Starts with Inventory

At the first of February or whenever stock is taken, the amount is marked down for A. Department, B. Department, C. Department, D. Department, etc., one letter for each department in the store. In the "Description" column is the "stock on hand" according to the annual or semi-annual inventory. The amount of this, say, $13,785, goes in the credit column. Then comes a purchase of goods on Feb. 5 of $437. This is set down under the inventory figures. The item may be marked in a variety of ways, the one given on the card that is shown being a method adopted in one Canadian store for indicating the invoice record. That is, the figures 17 show the season in which the goods were bought, each year being divided into two, 1 and 2; for the first time, then going on to 3 and 4 the next year, then on to 5 and 6 and so on. The form R 53 represents the firm from which the goods were bought, and the 928 is the number in the Invoice Book, in which all appear consecutively starting at 1 on the first of the year.

A DEPT.

DATE	FOLIO	DESCRIPTION	DEBIT	CREDIT	BALANCE
Feb 1		Stock (Inventory)		13785	
" 5		17/R53/928		437	14222
				95	14317
				1178	15495
				24	15519
Feb 28		Sales	2475		13044

This is a statement for one month of stock on hand, also stock bought and sales deducted from this to give net balance at end of month. One card for each department monthly. Concise, accurate record of Gray's, Limited.

Find Balance After Each Purchase

Then if there are three more purchases during the month they are marked down in a similar way, $95, $1,178, and $24. The "Balance" is made out with each purchase, simply by adding the new purchase to the amount of stock on hand at the time. When the invoice of $437 was added to the stock the total was $14,222, and so on. By the time of the last purchase for the month the total had reached $15,519.

Reduce Sales to "Cost" Figures

Next comes the use of the sales for the month. We will suppose that these have amounted to $3,300. This must be "reduced" so as to bring it in terms of the cost or invoice price, the same denomination as the other items, namely, the stock on hand and the purchases. Mr. Gray fixes a percentage for each department after stocktaking, based on the mark-up as it is worked out then. For instance it may be found that the cost price of notions can be determined accurately by deducting 25 per cent. from the selling price. This would mean that if the sales amount to $1,000 the cost price is $750, which would mean a mark-up of 33 per cent. In the Ready-to-Wear Department it may be that the proper per cent. to deduct from the sales to bring the cost price is 30, and so with fancy goods. These percentages stand for the balance of the year.

Coming back then to the sales in Department A which have been $3,300, this amount must be cut down by 25 per cent. bringing it to $2,475, which represents the sales for the month in terms of the cost price of the goods. Deducting this from the stock total of $15,519 and the balance is $13,944, which is the value of the stock on hand in the department at the beginning of March. A new card is placed in front of the February one in the card index, and the amounts of the purchases during the month of March are entered and added to the stock at the end of March the sales for March are reduced by 25 per cent. until they are in terms of the cost, and then deducted from the stock total; and the net balance goes forward as the amount of the stock on hand in A Department at the beginning of April. And so it goes

for each month of the year. Each department is treated in a similar manner and the merchant knows each month just how much stock is on hand in each department of his store.

More than this. The one card index as has been said is large enough to hold the monthly cards for several years previous and these can be looked up in a minute and back on hand in the Dress Fabrics department at the end of June 1917 compared with the amount on hand at the same date in 1916, and 1915, and so on.

If it is necessary to find out at any time within the month how much stock is on hand all that is necessary is to take the total sales in that department up to date, take off the percentage so as to reduce the sales to a cost basis, and deduct this from the "Balance" that has been entered at the side of the card, and the net stock on hand will be known.

KEEPING TRACK OF APPROVALS AND RETURNS

"Call" Slip is Made Out at Once—Record of all "Returned Goods" With All Links Complete—Simple, Effective System For Fall.

IN planning for Fall a large number of merchants should look to the question of keeping a closer check on goods sent out on approval, and also the handling of goods that are returned to the store, either from customers who receive them on approval, or from those who have bought them and have decided not to keep them.

In visits by members of the staff, DRY GOODS REVIEW has found that in a large proportion of the stores there is a very loose system—or lack of system rather—in looking after these goods. Goods are sent out on approval and often lie for weeks in customers' homes before they are called for. 'Phone messages are sent to the store, but they still lie there and the customer after one or two attempts gives it up and says that "if they don't want to come and get them, why they needn't." Then, again, it often happens that bills are sent in to the customer for goods she received on approval, and she has to reply that they have been returned to the store days ago, and is naturally huffed at this treatment.

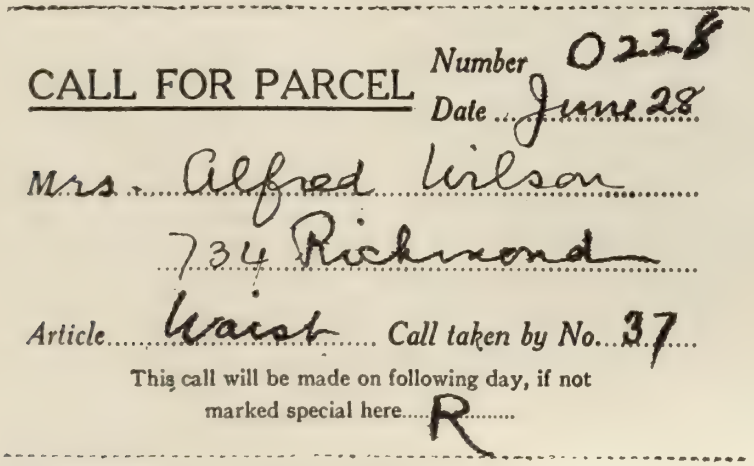
London Store's Experiment

This weak point in most stores was recognized by Smallman & Ingram's, of London, and DRY GOODS REVIEW is able to present here the method that was adopted in that store to condnect up the links from the selling of the goods to the return of the same to the store; a method that we believe is simple enough to be adopted in every store, no matter how small it is. It is one that will stop a number of leaks that have occurred and prove more satisfactory to the customer.

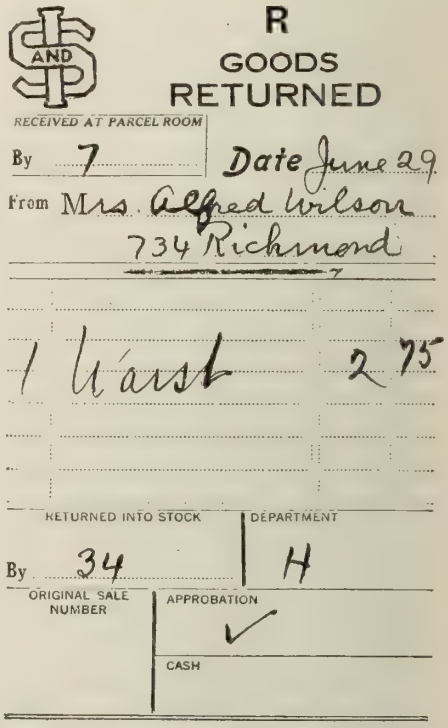
"Call Entered"

The first point to note is that when a slip is made out for goods sent out on "approval" that a rubber stamp is used, and there is stamped on the duplicate of the slip that goes to the office the words "CALL ENTERED." At the same time a slip is made out for the driver to call for those goods. This slip is reproduced here, a little one, made up in books with perforations, with a number on the slip. and the date, also two lines for the name and address of the customer. In addition, there is a very useful item added, namely: what the article is. For instance, it might be a waist. Then "call taken by"—number so-and-so; that is, the number of the clerk. Stamped upon it at the bottom are these words: "This call will be made on the following day if not marked Special here."

This simply means that when goods are sent out on approval, twenty-four hours' time is given to the customer to examine the goods, and if no further word is received from her that she will keep the goods, the driver automatically calls for them, and they are returned to the store. When they are returned, the letter "R" is marked in the last line in the record. If the customer in the meantime has returned the goods, then the letter "S" is used for "Sent." If the goods are kept by the customer, the letter "N" is used representing "Nothing"; that is, there is no parcel there to be returned. Thus, on this little slip that is brought back by the driver there is a definite record of what happened to the parcel for which he made the call.


CALL FOR PARCEL Number 0228
Date June 28
Mrs. Alfred Wilson
734 Richmond
Article Waist Call taken by No. 37
This call will be made on following day, if not marked special here R

Books of these are placed in every department and as soon as a phone call comes in a slip is marked in and sent to Delivery Deptartment. When goods go out on approval one is sent also—for a call next day. The words, "Call Entered" are stamped on the "approval" slip.


R
GOODS RETURNED
RECEIVED AT PARCEL ROOM
By 7 Date June 29
From Mrs. Alfred Wilson
734 Richmond
1 Waist 2 75
RETURNED INTO STOCK
By 34
DEPARTMENT H
ORIGINAL SALE NUMBER
APPROBATION ✓
CASH

This is a slip used for crediting the customer as soon as "approval" goods are returned. It is sent up to the bookkeeper, so that she will cancel the approval "charge." Note also the place for signature of clerk when "returned into stock."

If First Clerk Fails

Note the check that is kept on the calling for the parcel. It does not rest only with the clerk who let the goods out on approval. The sales slip goes up to the business office to be filed with other "approval" slips. If the bookkeeper does not see the "Call Entered" marked on it, she stamps this on herself and also fills in the "Call for Parcel" slip which the sales clerk neglected to do.

"Goods Returned" Slip

As soon as the goods are received back from the driver a note is made of the return in a book kept in the Delivery Department. Then it is taken up to the office and a GOODS RETURNED slip

filled out. This is reproduced here for clearness. On it are entered the date, name and address, also the initials or number of the clerk who received the parcel in the "Parcel Room." The article is, of course, marked down, **1 waist, $2.75**, a "Tick" marked on the "Approbation" line, and the waist is taken to the waist department. The clerk who receives it and returns it into stock then signs the slip as a record.

Two Signatures

The signatures of the two clerks—the one who received it at the Parcel Room and the one who returned it into stock—are sufficient for keeping track of the article, so that it does not get lost "in transit."

Cancel the "Approval" Charge

The next step is to connect this return of the goods with the original "Approval" charge slip on the bookkeeper's file. This slip is sent to her, and when she receives it, she marks off the "liability" of the customer on the "Approval" slip, and that transaction is closed.

2—If the customer retains the goods, and no "Returned Goods" slip is sent in, say, for a week, then the bookkeeper sends out a bill for the $2.75 to the customer.

Customer Cashes in With Slip

This slip is used also in the case of the return of goods that have been bought and paid for. The customer, say, brings them in and the bill is made out: **1 waist, $2.75**, and a mark put in the "Cash" section. The original slip is cashed and the money given back to the customer. The slip is used when the waist is returned into stock, and the clerk who receives the waist marks down her number and department as before—this being a receipt and a record of the destination of the waist.

These "return" slips are charged up against the cash sales of the department.

Used for "Allowances"

There is one more use of these "Returned Goods" slips. If a customer is dissatisfied, say, with the lining of a suit, and an arrangement is made to allow her $2 on it, the slip is made out: **Allowance on suit damaged, $2**, and signed by the head of the department in such a case. The slip is good for cash at the office to the customer, and the $2 is charged up finally against the department.

A Partial Return

One more explanation: if three vests are bought and only two returned, the item on the "Returned Goods" slip reads: **2 vests, $2.40**; the customer gets her cash, and the slip goes to the office; the 2 vests at 40 cents and $2 are marked off on the "Approval" check, and **1 vest, $1**, is left, and the bill for this sent out.

The "Call for Parcel" slips are ready all over the store, and when a message comes in by 'phone a slip is made out and sent to the Delivery Department.

SUGGESTIONS FOR INCREASING FALL SALES

Issue of "Store News," as in Belleville, Brings New Season's Lines Before Public—London Bonus For "Suggestions" Sales—Peterborough Booklet on Linens.

IN PLANNING the Fall campaign there are many ways in which the publicity of the regular newspaper advertising may be supplemented. We do not refer now to the window displays which must be given a large share of the credit for the sale of the new merchandise, nor to the lavish display of the new goods all over the department to which they belong, but to printed matter that reaches the hands of the public other than through the columns of the local newspaper.

We reproduce here the outside cover and one of the inside pages of an eight-page copy of "Store News," that was issued by the Ritchie Company, of Belleville, Ont.—a pre-Confederation store, by the way—in their Spring campaign, and worked so well that it is intended to issue a similar one for the Fall. The size


STORE NEWS

UR Spring Stocks Were Never So Complete and Attractive

We are proud of our Spring Showing of New Spring Goods and justly so for we have labored incessantly for months past to gather together an assemblage of dependable merchandise such as we never before offered to the public and the prices are so low that YOU WILL SAVE BY SHOPPING AT RITCHIE'S

We Pay All Transportation Charges On Goods Bought By Mail

This brings the largest stock of Dry Goods in Eastern Ontario right to your home

Mail orders are filled the day they are received, and our policy of Money Refunded if Goods are not Satisfactory, protects you fully against dissatisfaction

Requests for Samples

Or any other information regarding prices are gladly and promptly given by return mail. Remember we are at your every command.

Spring

NOW is the accepted time for Newness, Variety and Novelty to appear at their highest point of efficiency here, and in evidence that we have not failed in the duty we owe our public, we submit these carefully chosen Spring stocks. It is a duty which, as recognized distributors of reliable information in all matters relating to fashion features for the new season is, we think, well fulfilled.

Our buyers (three of them) spent many days in the world's fashion centre (New York) searching for the latest style novelties—and that they were successful is illustrated throughout the whole store to-day, making a picture of wonderous beauty, with its wealth of new things so good to look upon.

"Make Ritchie's your shopping headquarters this spring season"

Contents of Store News

PAGE TWO—Dress Goods, Wash Fabrics, Linoleums, Silks and Store Notes

PAGE THREE—Gloves, Neckwear, Ribbons, Hosiery, Accessories, Etc., and "Housewives Column"

PAGE FOUR—Blouses, Dresses, Whitewear, Underskirts, Skirts, Etc., "Editorials"

PAGE FIVE—Ladies Suits and Coats.

PAGE SIX—Millinery, Linens and Staples, Corsets, Etc.

PAGE SEVEN—Home Furnishings and Rugs, "Just For Fun Column"

PAGE EIGHT—Men's and Boys' Clothing and Furnishings, Etc., "Our Honor Roll"

OUR MOTTO
Money cheerfully refunded if goods are not entirely to your satisfaction

THE RITCHIE CO. LIMITED
BELLEVILLE ONTARIO

OUR POLICY
Our goods are "bought" for cash and sold for cash on a close margin of profit

Outside cover—in green and black. The color included the border, and Spring, and the background of "Store News."


THE RITCHIE CO., Limited — STORE NEWS — BELLEVILLE, ONT.

STORE NEWS
Published in Belleville For the Guidance of Dry Goods Shoppers by
The Ritchie Co'y., Limited
BELLEVILLE, ONT.

Editorial

This is our first issue of Store News and we sincerely hope that it will help and guide you in the planning and choosing of your Spring and Summer needs.

Of course it would demonstrate a book many times larger than Store News should justice be done to all the more of merchandise to be bought at Ritchie's and the many advantages that this large store offers to the Buying Public. So realizing that fact We have contented ourselves with bringing to your notice the best of new things to be found here this season and a few of the special values we think you'll be pleased to know about. We want your business and will do all in our power to merit it, and with that end in view we have gathered together for your approval what we believe to be finest and most desirable stock of Dry Goods in Eastern Ontario.

The past year was the most successful in the history of our store, and with pleasure we look forward to be found elsewhere and by strict adherence to the following Ritchie Store Service we hope to make a still greater one for 1912.

But one price for all alike and that price always rigidly maintained.

But one standard of quality—the best of its kind for the asking price.

But one method of describing goods—plain honest fun-fringed facts.

But one way of dealing with the customer—giving prompt and courteous attention.

A Complete Showing of THE CELEBRATED DIX-MAKE HOUSE DRESSES

Neat refined and modish House Dresses in plain Blues, Blue and White Stripes and Checks and Black and White Stripes. Once you wear them you'll always demand them, priced $1.00 to $6.75.

A Special House Dress value at $1.50

Good, neat, attractive style, made of light and dark prints, very special at $1.50. —Mantle Room

Blouses That Reveal The Latest Style Ideas

Our buyers excelled themselves in the selection of Dainty new Blouses they chose for the spring season—one particularly stunning model is of Crepe de Chine in a dozen various new Style Ideas shown in colors of Maize, Flesh, Gold, White, Black and Nile. Priced $5.00

NOVELTY BLOUSES

Direct from New York shown in Crepe De Chines and Georgette Crepes, priced up to $12.00

White Voile Waists $1 to $5.00—With special values at $1.50, $1.75, $2.00 and $3.50 —Mantle Room

Extra Value in Ladies and Misses Serge Dresses—$13.75

This is only one illustration of the many exceptional Dress values we have gathered together for this season's selling. It is of fine quality Serge in shades of navy, brown and black. Skirt pleated style and priced very low at $13.75.

A LARGE COLLECTION OF NEW YORK SERGE DRESSES priced $7.50 to $25.00

Charming Silk Dresses $25.00

Shown in Crepe De Chines, Taffeta Silk and Silk Poplins and Messaline Silk all the latest shades such as Grey, Tan, Gold and Brown are represented and the Skirts are in the full pleated effects, special values at $25.00

Other Silk Dresses revealing the most recent Style Ideas and Colorings from $12.50 to $50.00

Whitewear Values

You'll Be Glad To Know About—We Make Mention Here of Just a Few Special Values That Our Whitewear Department Offers You. Our Showing Is Large and Your Inspection Is Invited

Ladies' White Underskirts $1.19. Made of strong, whitey Cotton, trimmed at bottom with five rows of tucks and wide embroidery—just full extra value at $1.19. Other good values from 75c to $4.50

Corset Covers, made of extra fine White Cotton, trimmed at top with dainty Swiss Embroidery, Ribbon Beading and Hemstitching, special 49c. Other prices 79c to $1.50.

Ladies' Night Gowns in slip over and Button Front Style, one special value at 74c, made of fine cotton, slip over style, trimmed with fine Lace Embroidery and Ribbon. Others up to $6.00

Another at $1.24 in Button Front Style with high neck and long sleeves, prettily trimmed with wide fine Embroidery. Others up to $3.00

Silk Camisoles in white and flesh, Jap Silk and Crepe De Chines at $1.25 to $3.75.

Crepe De Chine and Jap Silk Night Gowns, in white and flesh, $4.50 to $12.50

Bridal Sets . . . $3.50 to $25.00 —Mantle Room

Ladies' Black and Colored Underskirts $1.39

They are exceptional values, made of splendid quality Sateen, in shades of Navy, Brown, Green, Black and fancy patterns, extra value at $1.39. Other prices up to $5.00

Silk Underskirts

Silk Underskirts in Taffeta, Jap Silk and Messaline Silk, just in from New York priced—$4.50 to $7.50

Separate Skirts

Shown in all the latest pleated effects in Serges—black and white checks, Tweeds and Taffeta Silks—$4.50 to $15.00

"New York" Novelty Skirts

Exploiting all the latest style novelties now being shown in the exclusive New York shops. They are in plaids and stripes and priced $6.50 to $25.00

Heard at school.

Mail Orders Promptly Filled and Mailing Charges Prepaid

3051

Inside page containing editorial, and showing division of "ads" and reading matter.

of the sheet is 14 by 10½ inches, and the front and back covers were printed in green and black, the touch of color adding to the attractiveness of the leaflet. The front cover is an invitation to do Spring shopping at Ritchie's, and contains notices of the store's policy in regard to paying transportation charges, sending samples, etc., as well as a synopsis of the contents of the "book" just like a "real" paper. For "Spring," the word "Fall" could be substituted and it is ready for use.

Newsy Matter With the Ads

The inside pages are also very newsy creations, being formed of units from nearly every department in the store. There are four columns to a page, and three of these are filled usually with small ads, while the outer one is given up to "Store Notes," "Housewives' Column," "Editorial," "Just for Fun," etc. The back page is devoted entirely to announcements from the Ritchie's Men's Store.

It has been found, probably taking a leaf from the yellow-backed almanacs of our childhood, that the insertion of a little humor or matter outside of straight store news in these booklets adds to their popularity—makes them seem more like a real newspaper. An interesting store news item in the issue to hand is a description of a social evening held in the store, "the first of many that are to follow." At this an address on "Successful Salesmanship," was given by Mr. R. Davison, general manager of the Bristol store, Picton, also a pre-Confederation establishment. The "Ritchie Quartette" performed, and a presentation was made to Messrs. Harold and Douglas Reid, who were about to don khaki. "Refreshments were then served by the young ladies of the staff."

This kind of a newspaper gets the announcements of the Fall goods before the public in a manner that is likely to arrest their attention, and secure a careful study. There were 4,000 of the Belleville one distributed "to the surrounding community," as Mr. F. R. Wotten, the advertising manager, wrote to DRY GOODS REVIEW. A scheme like this is worth considering for your Fall campaign.

BONUS FOR SUGGESTION SALES

HERE is an idea that a staff member of DRY GOODS REVIEW secured at Smallman's and Ingram's, of London, that may be adapted to the Fall selling plans of many a merchant: giving a bonus to clerks for what are known as "Suggestion Sales." The principle behind this is that a large increase in sales of goods can be secured if the clerks will endeavor to interest customers in other goods after they have made a sale of those the customer came into the store with the intention of buying. Some writers on salesmanship have declared that it is not really "selling" to dispose of goods to a customer that she had decided to buy before she came into the store; in other words, there is no "trick" in simply waiting on her; real salesmanship consists in interesting her in good values that she had not thought of before; probably did not know that the goods were in existence at all.

A few months ago the London store in a "Bulletin" that it issues now and then to its staff, announced prizes in cash, five dollars for the clerk whose "Suggestion sales for each week were the highest in amount, and another for the clerk who made the largest number of individual "suggestion" sales. It was found after some experience that clerks in the ready-to-wear department or one of the others where the prices of each article were highest, were the winners for bulk sales, while the girls in the notions department won the prize for the greatest number of sales. The new plan is to give a bonus of 3 per cent. to each clerk where the total of the suggestion sales for the month exceeds $35. This, it is believed, makes for a fairer method of reward. The results have been very satisfactory in increasing sales, and probably have gone far to bring before the clerks the possibilities that lie in suggestion.

How is track kept of what sales are really the result of "suggestion"? This is left to the personal honor of the clerks, and so far the evidence is that the returns have been genuine.

Helpful Hints About Linens

Compliments of
The Cressman Co.

LEAFLET ON LINENS

THE linen department of the Cressman Co., of Peterborough, issued a 4-page leaflet, in blue ink, giving hints on linens; how to wash embroidery; recipes for removing stains, etc. This information was appreciated and helped sales in the department.

NEW YORK EXPERT'S VIEW

(Continued from page 30.)

the new things coming on the market in dress goods for August and September selling are rather wide stripes measuring from 2 to 2½ in. with about 4 in. spacings.

"These are adapted for pleated skirts. On the face they show stripes and when worn by a woman walking or sitting the plain material shows.

"Chambray styles look good to me for next year. Solid colors in batistes are selling fairly well, and the same is true of organdies and voiles.

"Printed voiles are principally in all-over effects, and in modest patterns. Retailers are selling their wild colors printed in large primitive patterns 50c on the dollar.

Coin Dots

"Coin dots are bringing full price. In this connection I might say that late model dresses sent over from Paris are made from polka dot foulards.

"A Brooklyn firm bought 40,000 yds. of 24 in. foulards in the gray and dyed them in navy blue grounds, ornamenting them with polka dots in variety. The first day they sold 20,000 yds. at 67c for the $1.00 quality under normal times before the war.

"I find that cotton converters and even white goods houses are introducing waistings. Presumably these are to be worn with separate skirts. I think well of these."

PLEASE DO NOT ASK FOR SAMPLES

THIS sign appears in several places around the dress goods and silks department of E. B. Crompton & Co's. store in Brantford. At first sight it seems a rather ungracious message to the public, but it serves a far different purpose. As was explained to DRY GOODS REVIEW, people come in continually to the department, professional shoppers, who handle the new pieces of goods, running up to $3 or $4.50, and then when a clerk appears or addresses them, they ask the price or make some remark about it and request a sample. This goes on with the same people time and time again, and in very few cases have they been known to buy the goods for which they asked a sample. Often the samples have been found thrown away at the entrance to the store or just outside. They had asked for them merely as an excuse.

There is another class who send to the mail order houses or go to other stores and make it a practice of coming in and getting samples of a number of lines, and it is felt that in these cases a fair comparison could hardly be made by a small piece of the fabric. Far better would it be for them to test the goods in the piece openly.

It is to discourage cases like these that the sign is erected. In a number of instances the samples have been given from costly pieces of cloth which involves often the waste of a strip of cloth two inches at least.

To a legitimate customer, however, there is no objection raised to giving samples, and this, of course, is extended to those who write for them.

TRY CO-OPERATIVE DELIVERY FOR COMING FALL

Successful Experiments in Souris, Man., St. Thomas, Ingersoll and Other Places — Strong Appeal From the United States.

THE cutting down of the costs of delivery for the opening of the Fall business is a subject that is very near to the dry goods merchant and indeed to retailers in most lines at the present time. In the United States a movement is under way whereby even in the case of the grocery store—where the customer demands an almost immediate delivery of the goods she buys on the ground of the "dire need" for these in the home—there will be a lessening of the daily deliveries, and a big saving to the store—and, of course, ultimately, the customer—will be the result. In many centres in Canada the delivery costs run up to considerably over five cents a parcel. This article is the first of a series that will be devoted to the subject of co-operative delivery, the costs of private delivery in comparison with a common system, the weak points of the latter and how they have been minimized in some towns, and a store system for looking after the sending out of parcels.

Co-operation in St. Thomas

A co-operative delivery system is being used in a number of Ontario towns with success, notably St. Thomas, where the situation recently warranted the inauguration of a second delivery system to supplement that of a company which had been in business during recent years. Success has attended the operation of both companies, and a combined outfit consisting of thirteen wagons and two automobile trucks are necessary to look after the delivering of the parcels of the merchants of the town, for practically every retail merchant, representing all branches of trade, is using the system, in preference to an outfit of his own at the present high prices of feed and help. So successful has the system worked out, despite the difficulties of high prices and scarcity of labor, that other Ontario towns have made a bid for the introduction of such a system in their towns, and the spread of co-operative delivery seems to be practically guaranteed.

The plan adopted by the owners of the delivery systems in St. Thomas calls for four deliveries a day in the grocery line and five deliveries in the butcher line. The majority of these deliveries are made in the morning, according to when the supplies are wanted. In other branches of the trade, such as dry goods, where there is not such an excess of small parcels, two deliveries per day are found to fill all requirements. The charge for the service is based chiefly on the number of parcels delivered, and usually average between $10 and $25 per week, with a special charge of 5c per parcel for smallwares. As an example of the charge made, the cost of delivering thirty parcels per day would work out to a charge of $10 per week.

Arguments Against the System

The consensus of opinion after canvassing the leading merchants of the town is that the system has fulfilled all expectations, but while all agree that the plan effects a big saving in expense, it is the opinion of certain mercahnts that the system encourages an appearance of cheapness, though this undesirable feature could not be considered justification for cutting out the service entirely. Another feature which is lost sight of in the system is the inability to advertise on the delivery wagons, as is the case when individual delivery conveyances are used.

Despite these drawbacks, which are found to prevail in connection with the inauguration of any innovation, the system as it is being worked out is in keeping with the advance of the times, and is a factor in the establishment of principles of greater economy through the co-operation of all concerned.

SOURIS MERCHANTS GENERAL DELIVERY

D. A. MACKENZIE.	PHONE 4
J. H. MORE.	PHONE 61
WHITE & ZIEGLER.	PHONE 18
W. C. McSHANE.	PHONE 79

DISTRICTS

District "A"—All of Second St. and that portion of the town lying north of Plum Creek and west of Second St.

District "B"—All east and north of Second St. west of the river, and north of the Crescent.

District "C"—All west of Plum Creek.

District "D"—All east of the river, and First St. south of the Crescent.

TIMES OF DELIVERY

District "A"—9.30 a.m.
District "B"—10.15 a.m.
District "C"—11.15 a.m.
District "D"—11.15 a.m.
General Delivery—2.30 p.m.
District "A"—4.30 p.m.
District "B"—5.15 p.m.
District "C"—6 p.m.
District "D"—6 p.m.

Saturday evening—A general delivery after 9 p.m., all orders for which must be in before that hour.

All orders must be in 15 minutes before advertised delivery.

Your district and times of delivery are underlined.

How Souris, Manitoba, Meets Problem

D. A. McKenzie, of Souris, Manitoba, sends the card that is reproduced herewith. It represents the nucleus of a co-operative delivery system.

In commenting on this system, Mr. McKenzie states that it is the belief of the merchants who have entered into this arrangement that the public will get better service. They will, for instance, know exactly when their goods will be delivered, and thus they will be spared the annoying uncertainty that often characterized the old systems, and the grocer will be spared the equally annoying calls demanding to know why the goods had not arrived. This system of putting service on a business basis is going to be still further simplified when the people have once become accustomed to the change, by eliminating the late delivery.

Tillsonburg Delivery a Success

Tillsonburg, Ont., is another of the towns that has had a co-operative delivery in force long enough to have pretty good ideas as to its effectiveness. And in this town the CANADIAN GROCER representative heard nothing but good words for the system. The system here is run by a man who depends entirely on it for his living. He has three rigs in the service, which necessitates two men besides himself, for one of the reasons of the effectiveness of the system in this town is that the man responsible for the system is an actual working part of it.

The town is divided into three parts, and a rig is apportioned to each district. At the delivery hour the three rigs drive up to the store and the different drivers sort out the goods that go is their district, and then go on to the next store. So well trained have these men become that very little time is lost in picking up these goods. The three rigs work together till all the delivery has been picked up, and then separate each on their separate routes.

Saving of $400 a Year

There are four deliveries every day—9 a.m., 10.45 a.m., 3 p.m. and 5 p.m. On Saturday evening there are two additional deliveries. The cost of this service per week was from $7.00 to $10.00, according to the bulk of the business that the merchant had to offer. While this does not assure the operator a great fortune, there is a very comfortable income that can be materially increased by the delivery of odd packages for stores that do not usually maintain a delivery. The charge for this service is from five to ten cents a package. One merchant spoken to regarding the matter stated that this service saved him from $300 to $400 in actual cash outlay, while the fredom from worry incident to a store-manged delivery was certainly worth much more.

How Aylmer, Ont., Operates Delivery

In Aylmer, Ont., a co-operation delivery system has been in operation for some time. There have been some hitches in the system in this town owing to several changes in the management, but on the whole the system has proved itself very satisfactory.

There are four deliveries in this place —at 9 and 11 a.m. and 3 and 5 p.m., with an extra delivery Saturday evening. The cost of the service was about $6.00 a week, which as several merchants pointed out was less than a delivery

boy could be secured for, while there was a saving of horse feed, a no mean item at the present, and a saving in the up-keep of wagons. Unquestionably the system was a tremendous saving over the old system. In this town also the district to be covered was divided into three parts, which were served in the same manner as in Tillsonburg. It would seem that by this system everybody gained and nobody lost. And that is the truth of the matter. The way the gain was made of course was by eliminating the overlapping service. Under this system three horses, with one extra horse for emergencies, were able to do the work of twelve or fifteen stores, each of which had maintained a delivery of its own with one or two horses and an assortment of vehicles.

Parcels Phone 18.

WHITE & ZIEGLER,
General Merchants

Crescent Avenue Souris, Man.

Name .....

Street .....

Each parcel and package has special distinguishing color for each merchant.

Ingersoll, Ont., Also Represented

In Ingersoll, Ont., the system has also proved effective. Here, too, it has also been found practicable to divide the town into three sections, with a separate delivery for each. Here too, it has been found possible to give the service for about $6.00 on the average.

These are only a few of the towns that might be mentioned in this connection. There are similar services in Simcoe, St. Marys, Chatham, Picton and other points, and everywhere that it has been tried it has proved itself at least a moderate success.

Arguments Pro and Con.

Of course there are arguments that can be urged against it. Some merchants claim that there is an item of breakages that has to be charged against the cost of the system; the item of loss also, but even these merchants admit that there is very little more difficulty in this regard than there was in the days of the separate delivery. The matter of the equipment that remains on the merchant's hands also gives some of them a good deal of worry. It has been possible, quite possible in most cases, however, to dispose of the equipment at a fair price. And it is to be remembered that everything received for this equipment may be classed as pure saving.

Then there is a question that is often asked. How will the customer like it? It must be admitted that they do not like it at first. But the merchant is in the happy position of being able to say that he has nothing whatever to do with the delivery service. That is one fruitful source of difficulty between customer and merchant that is removed. No one can but realize the advantage of this. To do the customers justice, too, they are not slow to get the idea of the thing, and orders come in promptly for special deliveries, especially for groceries.

Of course this system, as described, is applicable mainly to a comparatively small place. As the place grows larger other elements creep in. Even in the larger places, however, a system of co-operative delivery has been effectively demonstrated, though we have no instance on record in Canada. Ann Arbour, Michigan, a sizeable city has effectively developed a system of this nature.

While the system of co-operative delivery has its weak points, it has been proved by experience to work out to the monetary advantage of its users. Undoubtedly the chief consideration which has popularized the system, namely the cutting down of the individual expense of delivery, may to some extent be due to the inflated prices prevailing, yet where the merchant finds co-operation in the matter of delivery working out to his advantage to-day, it is probable that anything but similar conditions will prevail in time to come.

CAMPAIGN OPENS IN STATES

Council of National Defence Urges Co-operative Delivery — Some Figures That Show Appalling Waste.

BACKING up this urgent suggestion of DRY GOODS REVIEW that steps be taken for co-operative delivery in Canada there has come to hand a report from Washington that will drive home the need for this saving as a national economy. The report reads:

A nation-wide campaign to correct the store delivery system, whereby not less than 100,000 men and millions of dollars in equipment can be diverted to vital war service has been instituted by the Commercial Economy Board of the Council of National Defence.

"Carry home your small purchases." "Don't return goods without imperative reasons." "Plan all your buying." "Be a real patriot; save your own money and the country's resources by doing your share to prevent this tremendous yearly waste."

These are the cardinal points made by Mr. A. W. Shaw, chairman of the Commercial Economy Board, in an interview.

Cutting Down Deliveries

"Our plans will mean hardship to nobody," said Mr. Shaw. "Merchants have long realized the frightful waste of our present delivery system. We have just recommended to retail stores that deliveries be cut to one a day over each route, and that special deliveries be eliminated altogether.

"Many leading business men have already heartily favored the plan. In some stores a plan is already in operation through which a discount is given to buyers who carry their packages home. Retailers are anxious to find methods of abating the returned goods leakage. In a certain store, with total annual sales of $3,000,000, returned goods amount to 20 per cent., involving a sheer waste of $50,000 annually.

"But to make this patriotic saving of millions of dollars, and the service of men and equipment possible, the retail stores must have the co-operation of the buyer, and the women buyer in particular. We want to make the women realize the enormous loss being caused by aimless shopping and needless deliveries. Take department stores, for example. One of the leading New York department stores spends $880,000 a year for outside deliveries alone.

More Costly Than Are Freight Rates

"Few people have any idea of the tremendous amount spent for delivery service throughout the country. Secretary Redfield has estimated that the factors of distribution represented by the word 'cartage' are more costly than the total railway freight rates of the country. How unnecessary much of this expense is may be judged from a typical example found by our investigations.

"Four glass tumblers, at four cents each, were packed in excelsior and delivered in a basket worth 50 cents. The driver had to make a second trip to the house to get the basket. Thus the cost of packing and delivery cost the store far more than the value of the goods, which could have been carried by the customer.

"In large city department stores the delivery expense averages about 4 per cent. of the net sales. The cost of delivery of packages in these stores ranges from 8 cents to 25 cents. One department store in England released three thousand men for war service through eliminating unnecessary expenses of this sort.

Co-operative Delivery

"Deliveries by retail grocery stores, which average a cost of about 3 per cent. of net sales, should be reduced to one a day, instead of the four or five often made over the same route. This can be done by a little planning ahead on the part of the buyers, by cutting out accommodation deliveries and by patriotic carrying home of small purchases.

"The Board has been investigating the co-operative delivery systems now being used in at least thirty-five cities and towns, and finds that they are almost invariably successful, greatly cutting down the number of men and equipment employed. It has resulted in the saving of from 25 to 75 per cent. over the competitive delivery service."

MARKET REPORTS

RAW COTTON JUMPS

Advances Recorded on Cotton Bags and Blankets—Indications Point to Still Higher Prices by Next Spring

COTTON. — Canadian manufacturers have withdrawn their lists on manufactured cotton goods and will not give any quotations except on request for special lines and then only by direct reference to the mills. In two important lines at least considerably higher prices have been announced, namely, cotton bags and cotton blankets. In these an advance of from 7½ per cent. to 15 per cent. has been recorded. In the case of cotton bags mill prices are now higher than jobbers' prices. This is due to the fact that wholesalers have had stocks on hand. In the case of cotton bags mill prices are now about 15 per cent. higher than they can be purchased at from the wholesalers. This condition inevitably points to higher prices as soon as present stocks of bags in wholesalers' hands are depleted. This is a feature of the dry goods trade which is a commendable one.

Cotton Blankets and Shirting Up

Wholesalers during the month advanced their prices on cotton blankets approximately 7½ per cent., one line, for instance, of 10/4 blanket being marked up from $1.95 per pair to $2.10. Standard shirting has been advanced 1½c per yard and is now quoted at 23c. An advance of 3c per yard was announced by the mills during the month. The run on gingham goods is mounting bigger than ever, and in fact is quite pronounced on fancy plaids. In ordinary seasons women wear ginghams for house use only, but in the present season they are quite fashionable for street wear. One of the authorities on fashions states this material is the most fashionable dress material in New York at the present time. While plaids are having the heaviest run stripes are also in big demand. The present year is the recurring period of popularity for this material and is expected to reach its zenith next year. There has been a good sorting business during the past month, the trade in this respect being much ahead of May. With a stretch of favorable weather, white goods are expected to be in heavy demand.

Higher Goods Next Year

Wholesalers are of the opinion that goods will be much higher for next spring than at present. They base their opinion on the prices which they have to pay for goods they are now booking up. In this connection they are inclined to issue a kindly bit of advice to the retailer not to slaughter wash goods held in stock after the season is over if they are at all staple in character. "All wash goods now in stock will look comparatively cheap by the side of prices that will have to prevail next spring," said the manager of the cotton goods department of one large wholesale house. "Prints, ginghams, voiles, batistes, foulards will command their full price and more next year and it will be a good hold-over to keep any in stock that are left over at the end of the season, that is, provided they are staple at all in character."

There has been a big demand for beach cloths and other plain colored suiting material, sand, old rose, maize and greens being in particular favor. From present indications it would seem that plain colored goods give promise of developing strength by next year.

THE MARKETS AT A GLANCE.

RAW COTTON made a gain of over 5 cents a pound during the month, and is now higher than at any time since the Civil War. Prices on made-up cottons have been withdrawn as a result, and Spring, 1918 quotations are delayed.

Cotton bags and blankets have advanced 7½ per cent.

Allotments to Canada have been made of 15,000 bales of Australian and 7,500 of New Zealand wool, and ships are expected soon with initial consignments. Canadian knitting mills look to share in big United States war orders, and plants may be extended. Home-grown wool may be utilized.

Manufacturers' advances in rugs and carpets will be put into effect by wholesalers for Spring orders.

Knitting needles advance 20%. Belfast linen mills withdraw prices.

Spring, 1918, underwear up 50 to 70%.

Cotton Advances 5¼c.

An advance of 5¼c per pound was recorded in the price of raw cotton during the month, making the price at the time of writing 27.15c for spot middling uplands. The total acreage of cotton in the Southern United States is 34,207,000, or 5.1 per cent. less than last year. The condition of the crop on the basis of the United States Government report for July shows 10,830,000 bales, as compared with last year's indication of 14,266,000 bales and the final crop of 11,437,000 bales.

WOOL ON THE WAY

Considerable Improvement During Month —Apparently Sufficient in Sight for Needs of Canadian Trade, According to Requirements by Mills

WOOL.—Users of wool in Canada have been much encouraged during the month by the new allotment of 15,000 bales of Australian wool and 7,500 bales of New Zealand. From appearances so far, this would seem to be sufficient to take care of the wool needs of the Canadian trade as users had been asked to send in their requirements to the Wool Commission. On the basis of their stated requirements for the year it is understood that not quite all the Australian wool has been taken up, but the New Zealand portion has been entirely allocated. From present indications, therefore, it would seem that if the amount of wool reaches Canada that has been set aside, it will obviate any possibility in this respect than some other countries as the wool clip of the season will undoubtedly be less than last year and the demand from all sources will be heavier with the United States now taking part in hostilities. The flocks of Australia are reported to show a decrease this year as compared with last year due to drouth conditions and a shortage of labor to care for them. Australian and New Zealand flocks had decreased from 82,011,606 sheep in 1914, to 69,781,303 sheep in 1916, and there will be a considerable decrease this year over last.

Prices of Canadian wool reached a high level during the Government sales at Guelph last month, unwashed going as high as 53 cents, compared with 17 or 18 cents before the war. Over half the Canadian product is exported to the United States for the manufacture of braids.

ORDERS FROM U.S.

If Orders Are Placed, Canadian Knitting Mills Will in All Probability Have to Extend Their Plants—Better Prospect Ahead for Yarn

YARN.—With the allocation of sufficient supplies of wool from Australia and New Zealand apparently to take care of the needs of Canada for the coming year and with the Co-operative Wool Association working to advantage in the production and marketing of Canadian wools, there is a much better aspect to the Canadian yarn trade than existed a month ago. Furthermore, the Canadian knitting mills may in the near future be working on large orders on behalf of the United States Government. It is understood that there is strong probability that considerable sized orders may be placed in Canada and if such take place it will mean that Canadian knitting concerns will have to enlarge their plants in most instances in order to take care of this additional business. Matters are in a tentative stage at the time of writing, as contracts had not been closed. In all probability, the Canadian mills will pool their interests in looking after this business. With such a prospect ahead and with supplies of wool apparently nearer at hand a more optimistic feeling exists in the yarn trade. One of the advantages to be gained through the taking on of heavier business by the Canadian knitting mills will be the utilization of larger quantities of home-grown wool which now goes into the United States.

CARPETS ADVANCE

Canadian Manufacturers Announced New Prices During Month, All Showing Considerably Higher Prices

OILCLOTHS, LINOLEUMS, CARPETS.—New prices for oilcloths for fall delivery were announced by the Dominion Oilcloth Company during the past month which provide for an increase all along the line of from 10 to 15 per cent. over previous existing prices. On English goods of this class there has been no stated price list whatever, as the manufacturers will quote only subject to the price at the time the goods can be delivered. Manufacturers of oilcloth and linoleum and inlaids in the United States had also advanced their prices during the month approximately 25 per cent. Considerable quantities of these goods come into the Canadian market. Wholesalers have not yet marked up their stocks in conformity with these prices, but they state that by the time September comes round and fall prices are announced for spring delivery the prices which will then be necessary may come as a gentle surprise to those accustomed to present prices.

Canadian carpet and rug manufacturers during the month announced their new fall prices. Wilton and Brussels lines have advanced approximately 25 per cent. and Axminsters for the most part have advanced in like amount with the exception of one line of Axminster in which the advance has been 10 per cent. English Wiltons have made even more sensational advances, ranging from 25 to 50 per cent. in some instances. Representatives of some of the English houses were in Canada during the month canvassing the wholesale trade, but reported their bookings rather light owing to the prices. Some English concerns did not send their agents to Canada at all this year, as they have not been taking orders for Spring. Wholesalers will in most instances have sufficient stocks to take care of the Fall trade without the necessity of advancing in conformity with the higher mill prices. Higher costs of raw material and labor costs have necessitated new unheard of prices in these commodities.

KNIT NEEDLES UP

Shipment of Half Million Sewing Needles Arrived During Thirty Day Period —Advance of 20 Per Cent. in One Line

NEEDLES, PINS.—An advance of approximately 20 per cent. has been made in the price of knitting needles during the month. In one number, namely, that of No. 13 gauge, the increase amounts to $1.20 per gross sets, which now makes the selling price $6.60. Trade requirements in sewing needles are now in better position to be cared for as a result of the arrival of 500,000 needles in one shipment from the manufacturers in England.

Supplies of pins have not been replenished any during the month and there is not a great deal of optimism patent as to the prospects for deliveries in the future. Dealers have made up their mind to take the condition in a philosophic manner and get along as best they can until such time as additional stocks do arrive. Business has been good in these steel lines during the month and with better supplies there will be greater activity. The condition in the steel market, however, is affecting production in these lines the same as it is in the production of all commodities for domestic use made from steel. The needs of the Allied Governments of steel for munitions, shipbuilding, and navy yard extensions have the right of way in demands on all steel manufacturers.

LACES GOING UP

Intimations Received from England Recently Indicate That Still Higher Levels May be Reached— Sorting Trade Backward

LACES, EMBROIDERIES.—From intimations received recently by some large importers of English laces, it would seem that higher prices from the manufacturers are highly probable in the near future. Just what the advance will amount to is not yet apparent. These higher prices will in all probability not affect prices locally for some time as stocks are fairly heavy in wholesalers' hands and will be sufficient to look after the needs of the trade for the balance of the year.

Sorting business in laces is reported by some concerns to be somewhat backward this Spring due to the lateness of opening of warm Summer weather. On the other hand, some concerns report business as quite satisfactory. They point out that while the weather has not been all that could be desired to make laces and embroideries move freely, still there have been good transactions for the repairing of used garments. It is pointed out that in a period of economizing the lace industry stands a better chance than some bigger lines of merchandize. With a little repair work in the shape of new lace, old garments can be made to answer for a longer period.

AEROPLANES IN IT?

Indications Point to Higher Prices of Linens, but Importers Are Waiting Further Advice—Stocks Getting Low

LINENS.—Representatives of some Belfast linen mills were advised recently by cable to withdraw all quotations on linens pending further advice to be sent by mail. The house in question has accordingly been out of the market so far as selling is concerned since the receipt of these instructions. This follows on the heels of announcement by another Belfast linen manufacturing concern last month that prices on linens for future delivery after present orders are filled will have to advance at least 40 per cent.

Wholesalers report that stocks of linens are getting scarcer with each succeeding week and the prospect of replenishing is growing daily less. As to what effect the entrance of the United States into the war with her enormous programme of aeroplane building, will have on the linen situation is an interesting field for speculation. Linen yarns are used extensively in aeroplane cloths and long ago the British Government commandeered all supplies of yarn in the United Kingdom, allowing manufacturers to have only those supplies that were not required for war purposes. It is barely possible that the programme of the United States in building aeroplanes may have some bearing on the recent advice from Ireland as the British Government may be conserving stocks of linen for the use of manufacturers of aeroplanes in the United States.

RAW SILK RISING

Enormous Demand for Silk in the United States and Canada Has Had Effect of Stimulating Prices—Advances in Manufactured Goods in States

SILKS.—Raw silk in the Japanese market reached new high levels during the month, an advance of approximately 15 per cent. having been recorded. Raw silk is now selling in the neighborhood of $5.60 per pound, which represents an advance of about $1.10 per pound within the past two months. Manufactured articles in the United States have accordingly been moving to higher levels at an advance of about 5 per cent. Canadian

dealers, however, have not yet moved their prices upward. The higher price for raw silk is stated to be due to the enormous demand for silks of all kinds. This has been a fine year for wearing silk.

Reports from Japan state that an enormous crop of raw silk is expected to materialize when the crop comes off this fall. Some authorities place the estimate at 225,000 bales of 133½ pounds each, which would be an increase of 25,000 bales over last year. But even in the face of this possible increase in production, sales of future raw silks have been keeping up at remarkably high figures. Purchasers seem to have no misgivings about the future of the market and are placing orders freely.

Swiss Silks Up 5 Per Cent.

Swiss silks within recent weeks recorded higher prices to the extent of about 5 per cent.

Allow Only 50 Per Cent. of Swiss

It has been definitely established after negotiations between the Swiss Government and the British Government that the imports of manufactured silk into Great Britain are to be restricted to the extent of 50 per cent. of the amount prior to the war. In view of the firm situation in the outside markets, the Canadian market is reflecting this condition although actual advances have not yet been made, as stocks in dealers' hands were fairly heavy and until these are depleted somewhat the higher goods will not be reached.

COTTON THREAD UP

Authorities on Market Are of Opinion That Movement Upward in Price Is Reasonably Sure in Face of High Prices of Raw Cotton

COTTON THREADS.—Prices of cotton threads have been holding steady since the last increase in price in April of this year, but dealers intimate that higher prices would not be improbable in the face of the market for raw materials. From prices thread manufacturers have recently been compelled to pay for the yarn for their product, the opinion is expressed that higher prices might prevail ere the Fall comes round. Stocks of raw materials on hand in some instances are thought to be sufficient to meet the requirements of the trade for some two months yet. There has beeen a good demand for this product. Manufacturers are now in the midst of stocktaking and business will naturally be quiet during the first part of July.

RUNNING SHOES

Price Changes Were Few During Month, Remaining Practically Stationary —Men's Lines in Sorting Trade Restricted

SHOES, RUBBERS.—Wholesale shoe dealers report the demand for boys' running shoes the heaviest they have experienced in some years. The demand in fact is greater than the factories can turn out. This is accounted for by the fact that two or three pair of these shoes can be purchased for the price of one pair of leather shoes and they do not require such a large investment of money by parents at one time in order to put shoes on their children's feet. Besides, the boys prefer them as they are light on their feet during the warm Summer months.

VIEWS OF MONTREAL BUYERS

(Continued from page 26.)

in various lines of staple goods reveal a general agreement as to the advisability of letting stocks come down now, and securing the profits of the turn-over rather than letting stocks accumulate and paying the interest upon the value of the investment represented.

Fairly High at Present

At the same time, it should be noted that stocks are fairly high just at present, both in values represented, and in actual quality of goods. Certain lines which have been affected by the war are absent or in small quantity as compared with the period before the war, but buyers are covered for the most part well up to the end of the year. In some cases they are covered till the end of January, 1918. But one buyer of dress goods and woolens informed DRY GOODS REVIEW that he was not doing much buying for the Fall of 1918, and did not intend to do much more than absolutely necessary.

Reduce Now and Realize Turnover

"I think personally," he said, "that the retailer who reduces stocks now, and realizes their value in turn-over, and who buys right along only what he actually requires and can turn over, will be the man to congratulate in the course of events."

Can Always Get Substitutes

"It may seem like taking a long chance," he contined, "but I have decided not to buy heavily this Fall. We had a lot of advice from the travelers from England and elsewhere at the outset of the war to the effect that we should not be able to get supplies of many lines. Well, many lines run short in supply, but this war if it has shown us anything, has shown us that we can always get substitutes, and further that the public soon gets accustomed to the condition which has made it necessary to offer substitutes, and buys them without restraint. As I have said, it may seem like taking a long chance to reduce stocks, but I think the retailer taking this chance will not come out any the worse, and not as badly in any case as the man caught with a big stock, and a sudden cessation of the war in sight.

No Sudden Cessation of the War

"Mind, I am not anticipating a sudden cessation of the war either. Such a thing might happen, or hostilities might be prolonged still further, but the feeling on all sides is that though the time of the war's end may be delayed, the way it will end is an assured victory for the Allies. Following the war's end there will be no great collapse of high prices for there will be millions of men, and of women also, to re-clothe in the garments of ordinary times, and the mills which have been making military fabrics will be some time getting back to the normal. But even granting a continuance of high prices, and of slow deliveries, and even shortage of supplies of goods I do not think it wise policy for a retailer to load up with stock. It is far better to turn merchandise over under any condition of prices than to store it away for the future."

Less Than at End of 1916

Another buyer was found well stocked up in cottons, linens, and staples, also in dress goods, but inclined to the same view that stocks should probably be lighter at the end of this year than they were at the end of 1916. As regards cottons, however, the condition is one of great uncertainty, and the feeling expressed—though by no means definite—was in favor of covering for requirements but with a close watch kept on market tendencies.

Mark Up As Usual

As regards the marking up of goods in view of price advances, the buyers interviewed were all decided that the merchant cannot help himself in this matter. He must mark up as high as he has done previously if he wants to make his profit as usual. If caught by a falling market, dropping off in demand, or some such disadvantageous situation a merchant can lop off profit with less regret than he can cut into actual cash cost of goods. "A merchant daren't put a smaller mark-up on merchandise this Fall," said one buyer, and others agreed with his view.

That there is some risk of imagining that because of high price conditions the inevitable laws of business usage do not apply, was pointed out by buyers. The essential fact that there must be turnover to make profitable business was emphasized on all sides. That fears of non-supply of goods are unjustifiable, and that the old law, that money can always find merchandise still holds were points also insisted upon.

Buying as Freely as Formerly

More than once was the fact dwelt upon that in spite of higher price scales people are purchasing as freely as formerly. Having grown accustomed to conditions and under favorable circumstances as to earnings, customers do not question values, but buy their requirements. Because better values are now being offered at the higher prices, the public appears to have learned a good lesson in economical spending, and the results are beneficial rather than the reverse. Only in the cheaper lines do any startling advances appear to make a difference, and the result has been to encourage the buying of better quality goods.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, JULY, 1917 No. 7

THE ANNUAL FALL NUMBER

THIS issue aims to present to the dry goods trade of Canada information bearing directly on the two-fold character of Fall business, the buying and the selling ends. We believe that the fashions for Fall have been covered in a more complete manner than ever before, not only in the text matter, but in the illustrations that interpret the chief tendencies of those fashions. For this purpose not only the resident staff of DRY GOODS REVIEW but New York and Paris have been called upon and the results, we trust, will be helpful to the proprietors, the managers of departments, and equally so, the sales clerks who are so important a link in the success of the Fall as of any other season.

More than ever before, also, it has been the aim of the editors to secure for their readers practical articles that would bear closely on the selling of Fall goods. Indeed the purpose has been throughout to use no other articles than those that would be suggestive for the Fall campaign.

* * *

A SAFE policy for the buyer is discussed from various angles, that of a certain increase in the cost of goods balanced against a risk of stocking up and being caught with high-priced merchandise on a falling market, as well as the possibility of a reduction in buying by the public through constant increases in foodstuffs as well as dry goods.

Reference is made also as to whether any change should be made in the mark-up on the new goods as compared with the profits that had become usual during the past year; whether a balancing up between old and new goods on a "fifty-fifty" basis must be applied to an even greater extent than before, in order not to discourage trade.

* * *

SOME weak points that most stores experience in Fall selling are also handled in the light of remedies that other stores have devised. There is, for instance, the treatment of approvals. A system is proposed for securing a prompt collection of the goods if they are not to be retained, and a check on their return to their department, as well as a rendering of the account to the customer.

* * *

ANOTHER illustrated article deals with suggestions for supplementing the publicity of newspaper ads. by means of a "store paper," two pages of which are reproduced. A department leaflet—for linens—adaptable to any class of goods,—is also described. The same article tells how a store encourages extra "Suggestion" Sales by a system of bonusing. This last idea has infinite possibilities.

* * *

THE use of living models for Fall openings, described from the practical experience of a young and successful manager, may open the way to the adoption of an inexpensive and most attractive method of showing the new Fall clothing.

* * *

SUGGESTIONS are also given for the cleaning out of Summer stocks before the Fall season opens, and the advisability of holding off on Fall displays in order to allow a full Summer selling—after the delays caused by the inclement weather of early June.

* * *

A GROUP of last Fall's window trims, secured nearly a year ago for this issue, are reproduced, and certain bright ideas for the dressing of windows for the coming Fall openings.

* * *

IN THE several department sections a number of illustrations are given of interior views of displays, backed up by descriptive matter bearing on means of showing the new goods to best advantage.

* * *

PRACTICAL stories of salesmanship secured by editors from the heads of departments round out what we feel will prove a most helpful issue.

STORIES OF CONFEDERATION DAYS

AS AN addition to our Fall Number, the advent of the Jubilee of Confederation opened the way to securing some most interesting stories from retail

and wholesale merchants covering the early 60's and 70's. One of those that will appeal particularly to the trade is a most newsy account by Mr. H. B. Bristol, of Picton, whose father started business there 60 years ago,—in the days before coal oil. As showing that we are not so far removed from mediaevalism after all, Mr. Bristol tells of being compelled to travel to Berlin, Germany, in 1885 to buy goods for his Ready-to-Wear Department!

Other vivid narratives appear in this issue reminiscent of the conditions of 50 years ago, and it is the intention to continue these for the balance of the present year,—so wide is the field to be covered of these sturdy growths of half a century.

The editors invite the merchants of Canada whose business history reaches back to 1867 to contribute to these Confederation stories of Canadian dry goods history.

BACK UP DAYLIGHT SAVING

SOME disappointment is felt throughout the trade by the failure of the Government bill in favor of daylight saving coming up in time to be carried into effect during the present season. When the Minister announced it early in June it was met with general approval, and it was hoped that it could be "squeezed" by in some manner and become law by July 1. Apparently it must now wait its turn on the Order Paper.

In case any opposition should develop in the meantime from railway or other interests it might be well for merchants to write the local members urging their support of this measure. When a number of towns and cities were considering it last year DRY GOODS REVIEW took the stand that in order to be workable it should be at least Province-wide in its application, and better still, an all-Dominion enactment. Later in the season this view was upheld by the test made in some cities in Ontario: lack of local support and confusion in railway time-tables and outside visitors militated against the excellent features inherent in daylight saving. As a law operative all over Canada we think it most advantageous to business generally and particularly to employees.

AUGUST CLEARING SALES

THE prolonged cool weather which extended well to the end of June will force change in the plans of most merchants for "clean-up" sales. In an ordinary year these had become the regular practice for July, but this pre-supposed a full month of warm weather in June and the end of May as well. The last two years have seen a change, and June, 1917, has turned out little better than June of last year for all our expectations.

Merchants are therefore faced with the choice for the latter half of July of cutting prices on Summer goods that have not had a fair chance to sell in warm weather.

A similar problem—in one line—has confronted men's wear dealers this year. Ordinarily "Straw Hat Day" fell on May 24; this year it is probable that almost as many sales were made for Confederation Jubilee Day as during the entire month of June. Men's wear dealers as a rule, individually, or through co-operation, have decided against the usual July cut in straw prices, and "Dollar Day" is still far distant.

The dry goods merchant should consider a similar policy to cover the majority of his Summer lines. This point is emphasized in a letter received by DRY GOODS REVIEW from a well-known buyer, young, but shrewd, who says in part:

> "What real Summer selling weather have we had in the past few years till the end of July? Consequently we have changed our policy in this regard and use August for a clean-up.
>
> "The writer presumes that weather conditions are practically the same in a general way all over Ontario, and we believe your trade paper would be advancing a progressive move if you were to assist merchants in their co-operation on the above point which would give them a longer and steadier profit."

HELP TO EARLY CLOSING

A SIDE result of Daylight Saving is likely to be a stronger support of the early closing movement during the Summer months in preference to the weekly half holiday. While over 95 per cent. of places have chosen the latter the merchants even in these cases are by no means united. The addition of one hour of daylight, by which the stores would close really at 4 o'clock compared with the old system will provide a better argument to use with clerks for five o'clock closings in preference to one at 12 o'clock, and will suit the buying public, especially from out of town, much better.

EDITORIAL NOTES

HANG it up, and consult it daily.

* * *

WELCOME, Welland, to Canadian cityhood.

* * *

A GOOD memory is a wonderful asset in the retail business.

* * *

KEEP the attention of the public focussed on Summer buying as long as possible.

* * *

THE "Where-to-Buy Directory" in this issue should prove a most valuable feature. It is worth a daily study.

MEN'S WEAR SECTION

OVERALLS

Drills and Denims Go Up and Overalls May Travel to $24 a Dozen.

OF VITAL importance to the overall trade is a notice from the mills that drills and denims used in overalls have just advanced as much as 2½c. per yard. Further advances are certain.

One manufacturer commenting on this latest increase, said:

"The idea of overalls selling at $20.00 per dozen garments wholesale, two years ago, sounded far-fetched to most of the retail dealers in Canada. To-day it is a fact. High-grade overalls are selling up to $20.00 per dozen and the demand is greater than it has been for months. The future shows clearly that the wholesale price will reach $24.00 per dozen before another year has gone by. The reason is clear enough to men who are watching the cotton and denim markets and following the cotton reports. The most authentic reports show the Fall cotton crop at 69½ per cent. of normal which is 30½ per cent. below what we should have and need, 8 per cent. less than last year and 10 per cent less than the average for ten years .

"On top of this report comes the demand for millions of yards of cotton denims and drills for the United States Army which must be supplied from this year's cotton crop. The export trade in cotton piece goods to the allies is greater by 100 per cent. than it has ever been in the history of the cotton goods industry. Do ot forget the dye question; it costs about 10c. per yard to dye high-grade denims against 2c. per yard before the war."

Said another, referring to the price of raw cotton: "While some merchants seem to treasure the hope in their hearts that prices will soon be lower, such a prospect is without foundation.

"It is an acknowledged fact that while Germany has in a round about way secured some cotton from the United States, nevertheless her stores, and her wholesale houses, etc., are practically barren of cotton goods, and with the ending of the war, instead of lowering cotton prices. they will unquestionably take a sudden jump due to the opening up of these huge markets, in Europe. We may therefore expect that while the present retail price of high grade overalls is maintained at $2.00 per garment, this price will unquestionably be advanced before the end is reached."

CLOTHING

Bigger Sales Reported From West—Delay Through Conscription—Plainer Styles in States

THE CLOTHING business is somewhat uncertain at present owing to the concription issue, but orders from the West are reported to be the best in years.

Cloth values have been mounting steadily during the month. One concern having in their trade some firms who ordinarily take high priced suitings are finding no difficulty in a continuation and recently had occasion to place an order for some goods which are more than double in price that of pre-war times. Where formerly this cloth cost $2.05 per yard it now costs $4.79 to lay down. This represents an advance of $2.74 per yard, or about $8.22 on the price of a suit. It is pointed out that the extra cost of trimmings is about $1.50 per suit extra, and that the additional cost in making is about $2 per suit due to the higher labor cost. There is besides an additional 25c. per suit to be charged to overhead expenses, as it is found the cost of overhead has increased under the present working conditions. This suit would now sell from $40.00 to $45.00 in a retail way. Under pre-war conditions it would cost about $8 less than these figures which would make the selling price from $25 to $32 per suit. This is for one of the better-grade cloths but is an indication of the way costs have advanced for all grades of suitings.

Plain Styles for Americans

From Washington come indications that nothing but the plainest styles in Men's clothing will be decreed by manufacturers for the coming season, in order that the wool supply may be conserved. At recent conferences the large clothing interests agreed that unnecessary frills, patch pockets, flaring skirts, cuffs on coat and trousers, unnecessary pleats and long back coats must go. It is stated however, that no attempt will be made to discourage the sale of goods made up, and that the change will only affect the 1918 styles.

Another economy proposed in connection with the use of wool is in connection with the more general mixing of cotton. The threatened shortage of wool for next year is undoubtedly causing grave concern, and some program must be followed in order that the deficit may be made up.

DRESS JEWELRY

Links for Soft Cuffs, Brooches for Soft Collars, the Waldemar Chain, and Ascot Pins Popular.

A BIG demand has grown up for the simple articles of jewelry necessary in men's wear. Amongst the lines which have been going strong are all kinds of links for soft cuffs, the most recent styles being in round shapes with brightness of color or lustre in the enameling, and sometimes a bright colored central spot. Silver is a metal frequently favored, and platinum, gold, and gold-filled links are being shown and sold widely. The soft collar brooch in gold and gold filled metal is much in demand, and a very popular seller is the cuff link style which the war has brought out, in the shape of a bullet, or shell and bullet both. These links have proved big sellers of late, and for a considerable time. A new line of pull-apart cuff links which grip like a dome glove fastener, and hold the cuffs firmly yet with every freedom is now coming forward, and taking hold. This is designed in the patterns, metals, and colors used mostly at present in men's jewelry. It is noted that the Waldemar watch chain, light and graceful, in platinum, silver, gold, or gold-filled, is being worn widely throughout Canada at present, for there has been a big call for these. Patriotic designs are undoubtedly popular, and something new in this line is coming forward for the Fall.

COLLARS ADVANCE

Laundered and Soft Go Up 15 Cents a Dozen Bringing Retail to 20 Cents.

MANUFACTURERS of laundered and soft collars have advanced their prices 15c per dozen. This now makes the selling price to the retailer from $1.30 to $1.35 per dozen. The price at which these collars now are selling the consumer is 20c each or three for 50c. It is stated by representatives of manufacturers that such a selling proposition is resulting in larger sales as the purchaser will invariably buy the three collars when the prospect of saving ten

cents is presented. The collar and shirt section of one large department store finds that the sales now are invariably in lots of three whereas under the previous selling price of 15c each sales were usually made singly.

The reason for the advance is given by manufacturers as the continued increase in the costs of all raw materials and supplies. Business in collars has been good and in soft collars exceptionally good. One large manufacturing concern stated they are selling fully four times as many soft collars this year as compared with last year. The white soft collars are the most popular.

A merchant referring to the change in price remarked: "The 3 for 50c. price is a more convenient one for merchants, as it is not necessary for customers to wait for change when 50c. is given, and it saves a certain amount of detail work for the clerks in making and giving change, which is a desirable condition, especially Saturdays when stores are at their busiest."

Another effect which the change in price seems likely to have is to still further popularize the soft collar. It has been gaining favor steadily for year round, as well as Summer wear. Now the price of soft collars is more equal with that charged for the stiff.

Returned Soldiers for Soft Collars

There is this also to be remembered regarding soft collars. Thousands of Canadians serving as officers in Canada's grand army have been wearing these in khaki style. As they come back, and once more don "civies" they are taking to the soft white collar and will doubtless continue so to do. It is an old friend. These are the very men whose example is unconsciously followed. Their influence is sure to do its part toward still more strongly entrenching this collar, which only a few years ago was almost a freak. Dealers from now on will have to stock these lines the year through. Such, at least, will be the case in the cities, and very shortly in the towns and villages as well.

Shirt Travellers Out Earlier

So late were many Fall shirtings in reaching Canadian manufacturers that a number of these lines have not yet been shown the trade.

To get these models to the trade, therefore, in time to be of the greatest value, shirt manufacturers will endeavor to have their men on the road earlier than usual. So many representatives will commence their regular fall trip in August, instead of September as in other years. The Spring 1918 line will be in pretty good shape, then, and the Fall sorting samples will, as has been said, be much more important than would be the case under normal circumstances.

GLOVES

Buckskin Moccasins Have Been Advanced—Demand for Gloves Has Been Keeping Up Well.

THE DEMAND for gloves for Fall delivery has been good, the chief difficulty with manufacturers being to get sufficient quantities of leather for their needs. Deliveries of leather stocks were light and the market has been in a firm position in consequence. There was no disposition to look for easier prices. All lines held steady in prices with the exception of buckskin moccasins, which in certain grades were increased in price. The lines formerly selling at $19.50 per dozen are now quoted at $22.50 per dozen while those formerly selling at $27 are now quoted at $34 per dozen.

NECKWEAR

Some Fall Style Indications—Advance in Swiss Silks—Italian Deliveries.

PRINTED failles are going to be neater than ever in design for ties, something after the style of foulard patterns. In the programme of one manufacturer's for the late Summer and early Fall there is a dainty range of these with small conventional roses and other similar devices always neat and very attractive, carried out in various bright colors on ground hues of more subdued tone. Undoubtedly a big showing of these will be forward for the Fall.

Crystal Weave

Of the printed failles that come in the very latest consignments only just in the manufacturers' hands "Crystal Weave" as it is called is one of the very newest. This fabric is a very charming one, and the designs patterned upon it are free and bold yet hardly to be called 'loud.'

Crystal Weave has the appearance of the once greatly favored printed warp or surface print effects which since the war, have soared in price pretty well out of the reach of the ordinary purse. The ties which can be sold (retail) at 75 cents this Fall, made up in this fabric, would if made in the original printed warp materials, be saleable at a profit at nothing under $1.50 each.

Checkerboard Pattern

As outstanding fabric amongst the failles shows a decided checkerboard pattern carried out in six colors, and when made up into a tie, cut on the bias. This gives a diagonal effect to the squares which while contrasted with black, have still a way of blending in lights and shadows, which tones away the sharp contrastiness of the bold pattern.

It is impossible to forget the Paisley pattern whether in ties for late Summer or for early Fall. There is a design on the market now which reveals a cross bar in purely Paisley pattern very rich asd full of all the richness of its style.

Swiss Silks Go Up

Dealers in Swiss neckwear silk were notified during the month that a further advance of approximately 5 per cent. had been made in the various lines of silk entering into the manufacture of ties. This will ultimately have a bearing on the quality of the tie to be secured and the price. American silks have not been advanced materially as yet as the details for the new revenue bill have not been decided upon definitely. The measure is still before Congress which provides for an increase of 10 per cent. in the way of war import tax on raw materials. There has been a firm market for raw silk during the month as the silk interests in Japan apparently have the situation well in hand and are able to dominate the market. Large increases in the output of silk in Japan are expected for the coming season.

As a result of the recent conference with representatives of the Swiss government and the British Government over the import of silk into that country the basis of 50 per cent. of imports has been arrived at. According to the terms of the recent prohibitive measure on certain articles silk was excluded from Great Britain entirely.

A couple of large shipments of Italian silk came through during the month.

HATS AND CAPS

Caps Went Up $1 to $2 a Dozen—Business Good—Uncertainty As to Prices on Hats.

WHOLESALES quite generally will have their range of hat samples for the Spring of next year on display by the middle of July. Some concerns expect to have theirs in hand not later than August. One wholesaler of a well-known English make gives it as his opinion that advances in the new Spring lines can hardly be looked for. He is of the opinion that they are already high in price and that the manufacturers will be loath to make further advances. There is another factor over which the manufacturers have no control and which may operate to cause prices to be slightly higher. There is expectation that freight rates in Canada will be higher if the railroads get what they are asking for. With the continuation of the submarine activities there is a probability that marine insurance and the cost of water transportation generally may go still higher. This additional cost would have to be absorbed somewhere along the line.

Advance in Caps

One of the manufacturers of caps in the Maritime Provinces recently advanced some of their lines from $1 to $2 per dozen. Some grades that formerly sold for $8.50 have been increased to $10.50 while others that sold for $8.50 have been advanced to $9.50. The range of prices of the concern in qustion is now from $8.50 to $15 per dozen. It is the purpose of this concern to go after the Ontario trade more energetically and to place a line on the market next Spring to sell for $21. Business in caps has been good, but manufacturers experience difficulty in getting a suitable range of tweed cloths.

DRESS FABRICS AND SILKS

WOOLEN FABRICS FOR FALL

Broadcloth, Velour and Serge the Mainstays of Fall Business —Colors Important—Novelty Outing Plaids Good.

THE fine qualities of woolen suitings in staple weaves and colorings are to be the big items in Fall buying. Nothing radically different from the well known "hardy varieties" is offered in either weave or coloring. To be fashionably dressed next Winter milady must put a little original thought into her selections, regardless of what "the Joneses" wear. She may choose from broadcloths, satin-finish and American velours, cheviots, gabardines, serges and tricotine, a color which is becoming to her and a style of make which is suitable for her figure, and with that create a favorable impression where Mrs. Jones in the same material, garment and color would be passed by because it did not suit her.

The range of fashionable materials and colors is extensive, and the best things are taken up much more readily than the medium grades. One Montreal retailer remarked to DRY GOODS REVIEW that they sell a great deal more goods at $3 a yard and over than they ever sold under $1.50 in normal times. A wholesaler narrowed the margin to more serges being sold at $4.50 than ever were sold at $2.

High-priced Goods in Greatest Demand

Of these high-grade goods, broadcloth is placed first by a great many firms. Several others place velour first or equal with broadcloth. A Montreal manufacturer found New York paying very high prices for English serges. "The New York demand for fine serge is tremendous," he said. "Serge is the leader there, and velour comes second, while conditions are the reverse here. The reason is that we can get English serges cheaper here than New York people have to pay; but when it comes to velour, we have to get it from New York and pay duty on it, which brings the price up considerably higher. New York can get velours much lower than serges, and, of course, the highest priced goods on both sides of the line controls the biggest demand."

The majority of opinions, then, place broadcloth, velour and serge as the big sellers for Fall. Cheviots, too, are very active. They come in a splendid range of colors, and in addition there are a couple of variations to the weave which are interesting. One is called ripple cheviot, since the twill is wavy, something like a chin-chin crepe. Then there is hopsack cheviot, like a basket weave.

Popular Shades in Whitneys and Cheviots

Whitneys in mixtures are mentioned as being good sellers for Fall. It comes in brown, Burgundy, mole, navy, grey and bronze shades. There is also a wool seal which is but another name for zibeline, and it is selling well in green, nigger brown and black.

Scotch cheviots and ulsters are good sellers, too, but very high in price. The colorings are much the same as during the past few seasons.

Swedish skating cloth is shown again in Montreal, and found to be interesting. Bluish grey effects with checks are liked best.

Allies' Plaid

In a thick, soft "woolly" weave there are new plaids out this year. These are usually on grey or white grounds, and the plaids are combinations of the colors of the Allies—French blue, British red and American grey. A number of these thick soft weaves are liked for capes.

Harris tweeds are in good demand for early Fall. They are liked for coats and outing suits.

Chinchillas are especially good for children's coats for Fall. The colors used are Joffre blue, English tan, scarlet and green.

The Matter of Color

In all the five materials offered, good dark greens are difficult to obtain, but are as much in demand as greys, nigger brown, and Burgundy. These, with navy and black, are the colors chosen oftenest. A new green, rather light and greyish, called "tile," is very interesting. Other comparatively light shades which are among the chosen few are mink, syrup, smoke and beaver. Such very dark colors as hortensia, wine and Burgundy share favor, each with a tone lighter named eminence, coronation and claret respectively. Besides these, a dark wood shade, just lighter than Chippendale, called Manzanita, is mentioned with favor by a leading Montreal wholesaler. A Toronto authority adds grape, Belgian blue and bronze to the list of fashionables, and a deep rose huckleberry and beet red are new shades of importance to a Montreal buyer.

From this it will be observed that much scope is allowed in the matter of color, and while last year's very dark tones are good again, a few cheery and rich lighter shades are receiving some attention. For the most part materials are solid color. A few novelty plaids and stripes are to be had, of course, and will be favored for certain purposes, but the big season's selling will be of the plain rich colors enumerated.

COTTONS FOR SPRING, 1918

Cheery, But Not Loud in Color—Ginghams Strong—Sales of Novelties Injured by Weather

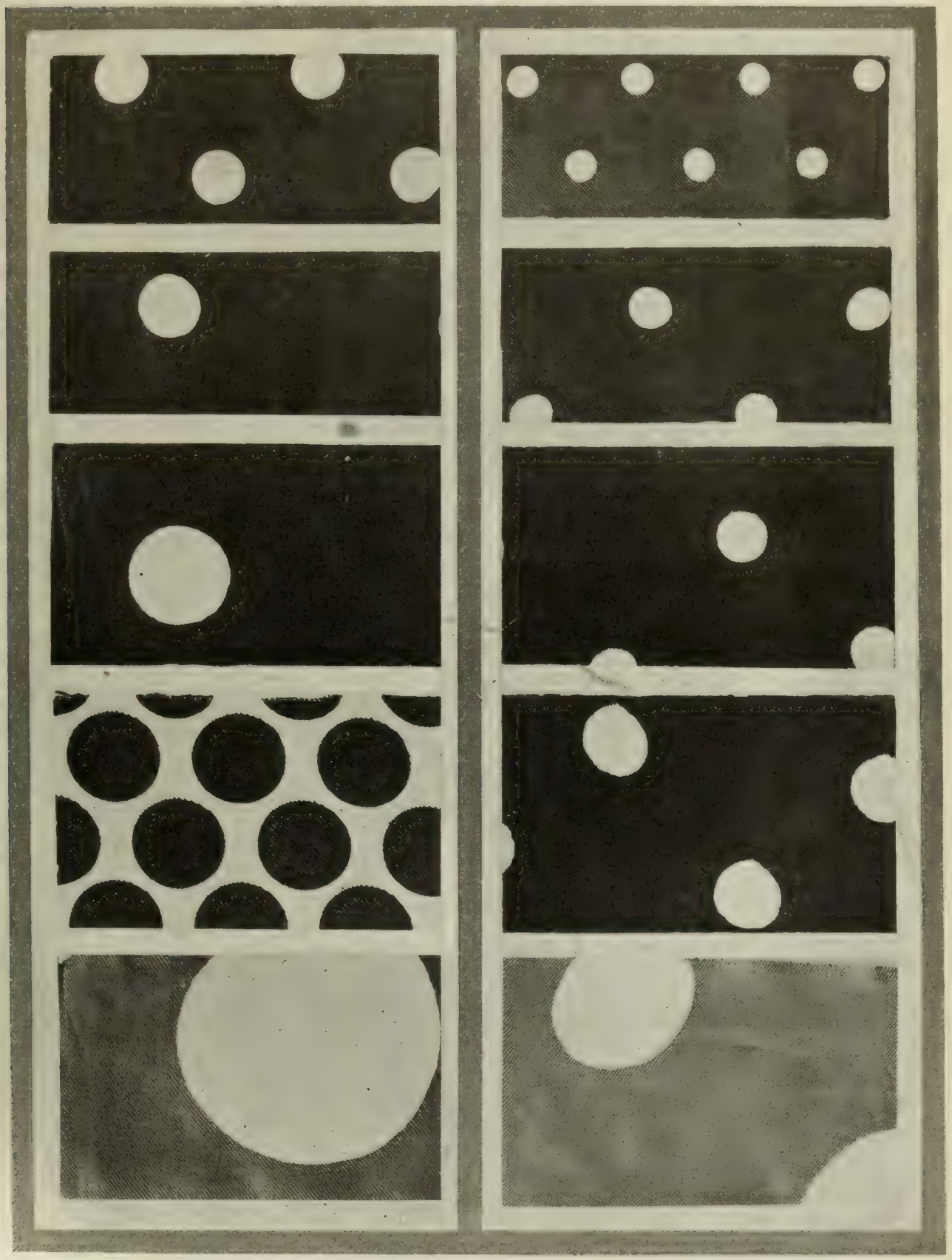
THE BRILLIANT large spots of primitive design which were flashed before the trade early in the season are now resting in peace behind the counters and under the frowns of the dealers who stocked up heavily with them. The trouble is that consumers who were slow to buy at first kept on waiting because the weather did not allow the wearing of Summer things for so long, and then during the lull manufacturers produced other things of a more enticing nature. When a few warm days came along, people flocked to the stores and bought fancy stripes, checks, plaids, and the bright-colored designs in voile and silk and cotton mixtures, and in many of the expensive silks, too, but the heavy cottons in the large spot patterns were left unmolested. Whether it was because of high prices for the novelty goods, fear of the dyes not lasting, or a real preference for the more subdued later productions, the result, nevertheless, is that the heavy sport cottons have had to be sacrificed at a low price in order to move them at all. "I turned out my sport skirtings at 27 cents a yard," said one of Toronto's largest buyers. Those who did not have special sales, but who bought heavily, are the ones who have the goods dead on their hands.

Sports Vogue Not Passing

All this is not to say that sports cottons have not been approved. Everyone in the trade seems to be thoroughly convinced that sports things are here to

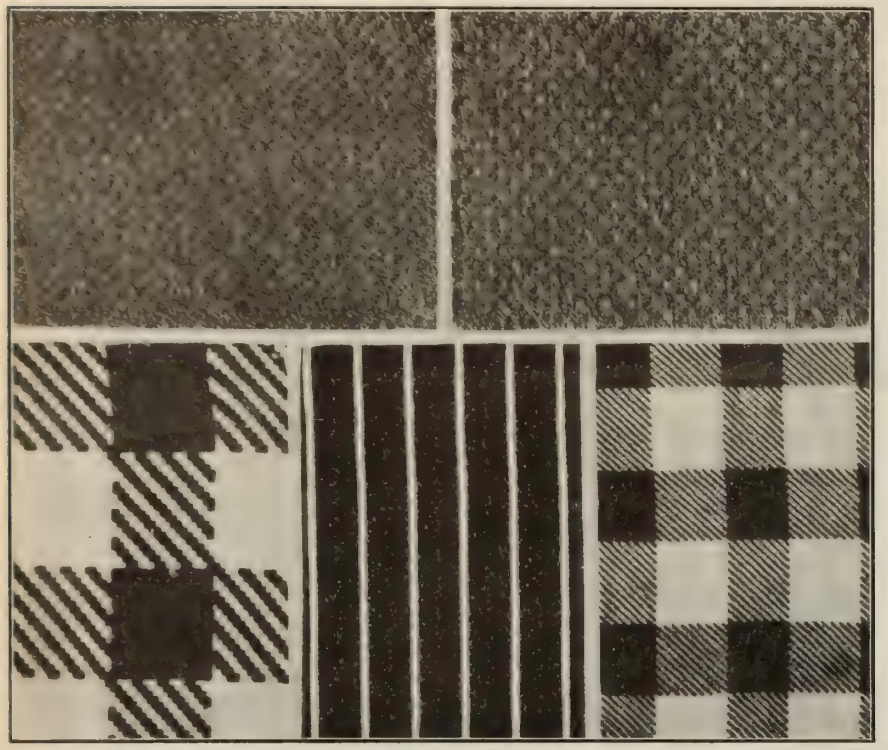
FOULARD SPOTS FROM PARIS---LIFE SIZE

Sent out by Paris Correspondent of DRY GOODS REVIEW.



Paris is fast becoming spotted in foulards. These are the actual sizes of the spots. The backgrounds are black, navy, dark wine, dark brown, and in one instance the spots are navy on a white ground.

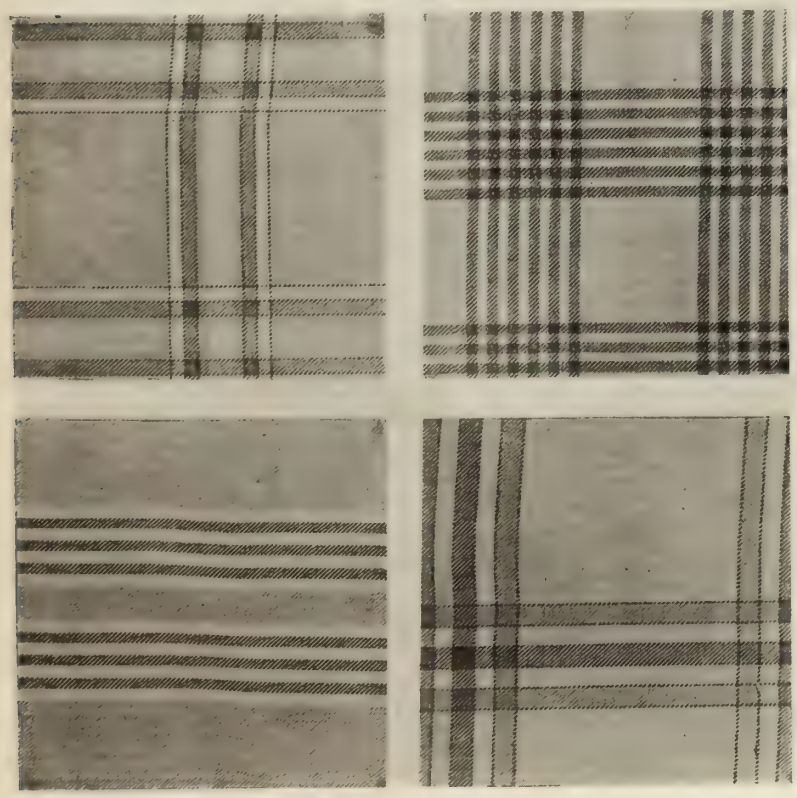
NEW FALL FABRICS



Above are two Fall suitings of taupe cheviot. At the left is the ripple weave and at the right hopsack. From Gordon MacKay & Co.

Below are three of the new black and white velveteens for Fall. These have twill backs and fast pile. From the John MacDonald Co.

ATTRACTIONS IN COTTONS FOR 1918.



Soft serges in popular colorings and patterns.
Upper left: Brown and white stripes in double clusters on sand ground.
Upper right: Bluish grey, black sand and white plaid on fawn ground.
Lower left: Rose and grey plaid, black outlining on white ground.
Lower right: Green-grey checks on white ground.
Made by Dominion Textile Co., Montreal.

stay. This year's experience should go to show manufacturers that instead of endeavoring to induce people's taste to run wild, a little conscientious attention to what normal people like, even for sports wear, would be more profitable to all concerned in the production and consumption of novelty fabrics.

New Cottons Cheery, But Not Garish

And, so, the new cottons appearing now for 1918 look as if they would be good sellers. The colors are not a conglomeration, but are attractively blended and contrasted. They are not loud, but deep enough to be cheery. Tan rose, blue and green figure prominently. So far the patterns for heavier cottons are in novel stripes and plaids, and in sheer goods, Foulard designs. One would think that all possible varieties of these had been already shown, but still they come.

Ginghams Will Be Strong

One of the largest Toronto buyers intimated to DRY GOODS REVIEW that among his orders placed for 1918 ginghams had decidedly the leading place, and the plaid patterns were huge, some being as large as ten and twelve inches.

It really looks as if the vogue for ginghams is just beginning, and there is every indication at present that it is to be the big seller for next year for Summer frocks, suits and skirts.

Attractive Cotton Serges

The range of cotton serges offered is also attractive. The material is soft, finely and evenly woven, and bids fair to replace some of the more expensive Summer materials.

One leading Toronto buyer thinks that by next year economy will have become the popular thing all over the United States, and people will be wearing paler colors to save dyes, and much less expensive materials for all purposes than have been the fashion during the past couple of years.

PILE FABRICS

Feeling for Velvets for Fall—Fur Fabrics for Trimmings, and to Replace Fur Sets

SEVERAL houses in Montreal and Toronto are finding velvets and plushes for suits as well as coats quite active. Included with velvets are velveteens and even panne and chiffon velvets. These are to be worn in many of the season's favorite colors as well as in black. One Toronto wholesale, which has a range of black and white velveteens in small varieties of stripes and several sizes of checks, finds them selling splendidly for suits and coats. The large checks are especially popular for coats. These velveteens have twill backs and fast pile.

Another velvet which has sold well to manufacturers is a deep dull blue with ⅛-inch black stripes an inch apart.

Fur Fabrics Show Many Novelties

While a great many coat trimmings of real fur collars and cuffs will be seen this Winter, there will, it seems, be more than ever of the new imitations of fur

used. In some cases these fur fabrics will be used for whole coats, wraps and spacious stoles, and very exclusive they will be, too. Among these fur fabrics are to be found pony coatings in brown, plum, green, mole, black and navy colorings. There are imitations of moleskin in natural shade, also of beaver, nutria and seal. A novelty cloth is in various shades with tiny spots giving a mottled appearance. These are $14 a yard wholesale. Whether in retaliation or cooperation, it is difficult to say but some real fur trimmings are being dyed, in colors to match the suit or coat. These colors includes purples, greens, etc.

A Canadian firm which a few months ago was making an attractive mercerized cotton pile fabric for suitings has found it necessary to discontinue the fancy lines which had silk stripes on account of the difficulty of obtaining either silk or mohair at a price which would keep the finished goods within popular reach.

Novelty goods coming over from Paris show numerous combinations in design of velvet and satin. Besides brocades, there are several interesting plaids and stripes. There are also brocade effects in wool and mohair loop pile which look like brocaded curl clothes.

STRIKING FALL LININGS.



Illustrating the tendency for dazzling effects in linings. These are satins. Colors at the left are black, purple, turquoise, jade, mustard and tan; upper right, black and white; lower right, black, cherry, green and gold on white ground. Other color combinations in the same designs are shown. From Belding Paul Corticelli, Ltd.

SILK FASHIONS FOR FALL

Charmeuse Promises to be the Feature — Satin-faced Fabrics and Crepe de Chine Popular—Highly Colored Linings.

DEMAND for Fall silks calls on all sides for fancies. They are, however, of less daring designs than were taken up for Summer. Strong contrasts are no longer a feature for dress silks. Some taffetas are selling, but the forcing of them by the trade at present, due to the backward Spring, is evidence that fair supplies are on hand.

The exclusive trade is turning strongly to charmeuse. This material has all the richness, beauty and suppleness which fashion demands, and will no doubt be the leading silk among expensive varieties, and will be used for gowns, suits, early wraps and separate skirts. The price, however, will be such as to keep it out of reach of the majority of smaller centres.

The feature which all buyers must look for in their Fall purchases, however, is softness, and for this they are pretty sure of crepe de chine giving satisfaction. Duchess and messaline and, in fact, all of the supple satin-faced silks, will also meet with approval. They are to be had in a number of new stripe effects, and in all the favorite colors. Dark wine, mink (a dark brown, but lighter than tete de negre), taupe, plum eminence (royal purple), beaver and coronation, are the leading shades.

Linings Dazzling

When one considers linings, the conditions are very different. All the brilliancy of Summer is carried out almost universally in lining silks and satins. Contrast, deep and many colorings, large patterns, combinations of fancy stripes and spots, intricate and conventional floral designs, are all features.

Cotton Back Satins

Cotton-backed satins, in striking printed designs, are being used much more than a year ago. Both Montreal and Toronto houses mention these, and also fancy silk and cotton poplins as selling well for Fall linings. They come more within the reach of the populace than do the pussy willows and show quite as much novelty. One Montreal wholesale mentions fancy printed crepe de chines as being taken in fair quantities for linings. Some of these are of very good qualities, while others of a considerably lower grade are offered.

Staple Goods From Japan

Japanese goods are said to show improvement in many ways over last year, and much more is being brought over this year. The great length of time which must elapse between the placing of an order there and the arrival of it here necessarily prevents anything of a real novelty nature being sought in the Far East. While some lines are fancy, they are often in native effects, and do not sell to Westerners in anything like as large quantities as do the plain staple colors. The range of shades in crepes de chine is good, and includes the favorite dark shades as well as the pastel tints. Prices for Japanese goods are increasing.

RETAIL BUYERS' VIEWS

(Continued from page 29)

ly for suits and dresses, especially in black.

4.—Fur coats—tweeds, coverts and pile fabrics.

5.—Velvets, not plushes, for suits.

6.—Satins, crepe de chines, and soft clinging materials for afternoon dresses.

7.—Owing to the limited number of social functions, the demand for the more dressy materials for afternoon and evening wear will not be in heavy demand.

Remarks.—The introduction of cotton into serges, etc., will affect the sale very materially, as cotton warp serges have a crushed, mussy appearance; consequently the sale of silks will be on the increase. The demand for broadcloths will no doubt be as great, but the buying smaller, as the price is beyond the reach of the ordinary customer, owing to the cost of living commodities.

ST. CATHARINES.

DRESS FABRICS
From Buyer, McLaren & Co.

1.—Coarse weaves will lead.

2.—Both clear and dull greyed colors.

3.—Silks and satins will be good for dresses and suits.

4.—Fur fabrics will lead for coats.

5.—Some velvets and plushes for suits.

6.—Crepe de chine and similar for afternoon dresses.

DRESS FABRICS
From Buyer, Department Store.

1.—Fall Suitings.—Broadcloths will be used, but different grades of serges and gabardines will predominate.

2.—Dull colors, being obviously more suitable.

3.—Silks and satins will be as good as ever for suits and dresses.

4.—Fancy heavy tweeds will be the leading fabrics for coats.

5.—Velvets and plushes will be used more or less for suits.

6.—All silk, silk and wool, or silk and cotton will be used for afternoon dresses.

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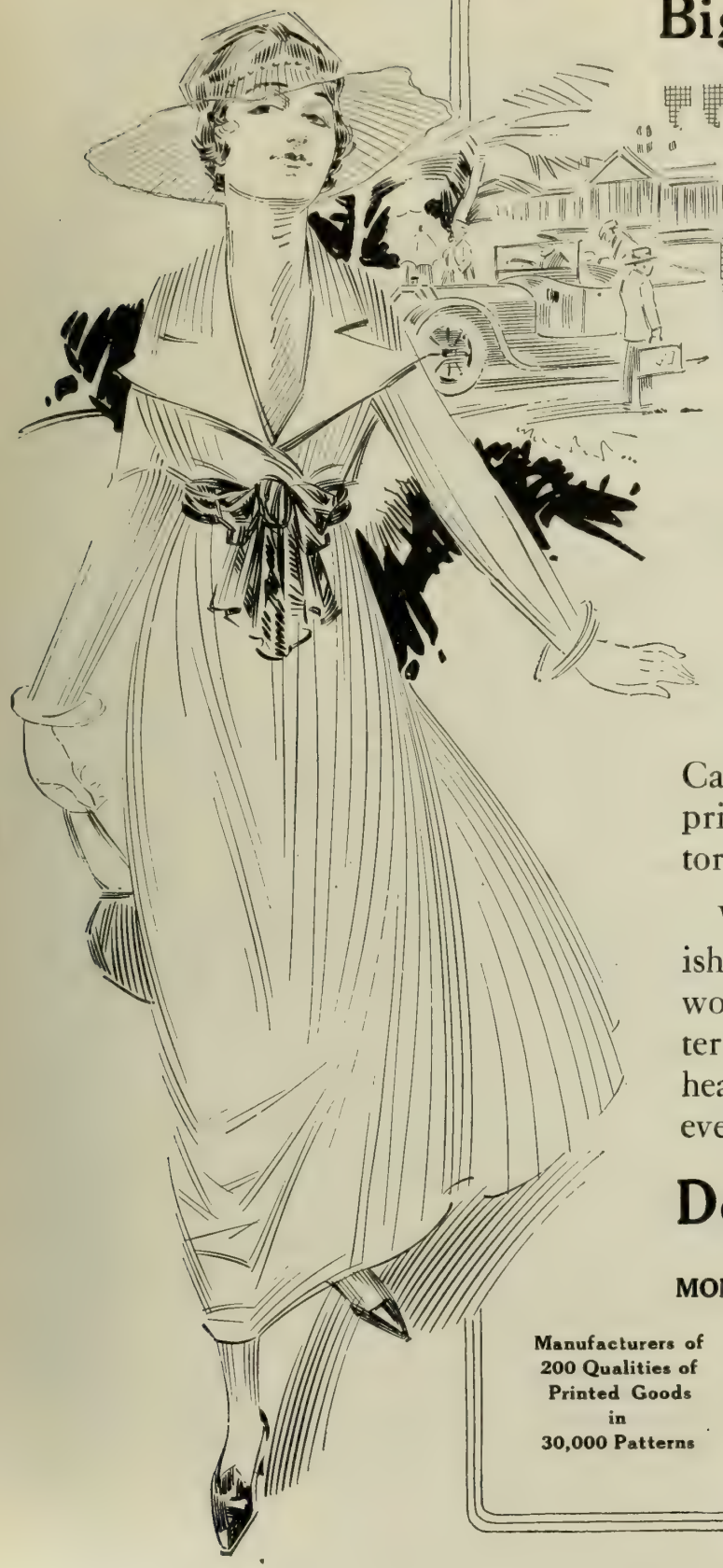
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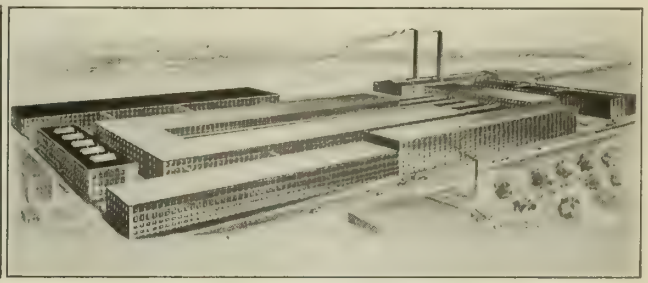
These cuts only indicate the enormous sized factories at Lawrence, Mass., and Dover, N.H., owned by the

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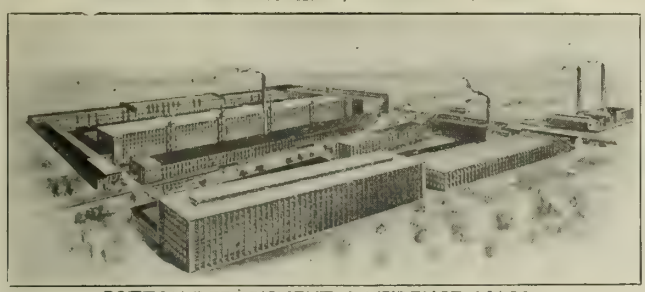
who also own four Mills at Columbia, S.C., operating 200,000 spindles and 5,000 looms, weaving gray cloths.



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POLONIA VELOUR	PANAMAS	PRUNELLAS
POPLINS	GRANITES	OTTOMANS
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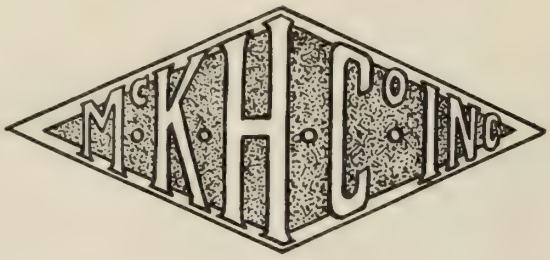
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FUR DEPARTMENT

REVIEW OF STYLES FOR FALL

Hudson Seal in Firm Position as Leader—Original Cuts Hold Exclusive Trade—Waist Line Indicated as in Cloth Coats—Lynx Strong Fur Trimming.

HUDSON seal is now firmly established as the fur for coats for the 1917-18 season. It is only occasionally that one sees in the ranges offered by manufacturing furriers a model of a different fur. If one insists on having a beaver, mink, or Persian lamb number, it may be had, of course, but buyers usually are inclined to insist upon having what their customers will buy and perhaps no more than one in a hundred will ask for anything but Hudson seal this year.

New and Exclusive Designs

The danger which was felt earlier in the season by some people, of this popularity killing itself seems to be overcome because of the enthusiasm with which manufacturers are conjuring up happy thoughts to make the high grade models strikingly exclusive in design. Their work this season seems not to consist of copying someone else's novelties, but to develop in each of their own coats something "different." The result is that in the ranges of high grade coats seen by DRY GOODS REVIEW at the leading furriers in Montreal and Toronto during the past month, scarcely any two models featured the same points of interest.

It is that originality of design which seems to be responsible for the continued strong vogue for Hudson seal. Coats of this fur hold good as strongly as ever, too, for more popular priced demand. The cheaper coats are, of course, less luxurious, but still attract because of the richness and serviceability of the fur and its acceptance by the better class trade.

Barrel lines are brought out in some of the exclusive models, as stated in last month's issue. The tendency in all barrel effects for Fall is for the widest parts to be somewhat lower down than was their place in Summer models. The new width is not so much at the hips as at the knees.

Varieties in Collars and Belt Effects

The comfortably loose cuts which prevail allow for any variety of smart touches in novel pockets, belts, and sleeves; and the huge collars, too, are very striking. Rolling collars with deep revers in front, broad, square collars, long shoulder effects and deep sailor cuts, as well as many fancy designs with slashes, points and long front tie ends, are among the "raisons d'etre" of the interest in the new fur coats.



HUDSON SEAL AND MINK

One of the attractions of the Fall fur program. Tails trim many of the collars on the more exclusive models. The long front cut to the collar, the deep mink cuffs and wide belt are important fashion features. Made by L. Graedinger, Son & Company, Montreal.

In almost all of the best coats and in many of the plainer ones the waistline is indicated by shirrings, belts, or in a novel way by wide set in belts. In fact, in furs are found all the leading features of the new cloth coats.

Taking the whole product of the Canadian fur trade into consideration, perhaps the straight effects with large collars and cuffs and with an 80-inch sweep will sell in greatest numbers, while the high priced model of other silhouettes may involve a greater amount of cash.

Some Shorter Lengths Favored

Many fur coats for next Winter are of smart, shorter lengths than those of last year. Thirty-eight and forty-inch styles are much more prominent than before, though the range includes 36 to 45-inch lengths.

Linings are very striking in color and design, and are of high grade silks—chiefly pussy willow taffetas.

Fewer trimming bands at the bottom of the coats are shown this year, also fewer narrow trimmings elsewhere, but the immense collars and cuffs meet with approval when made of Alaska sable, black lynx, natural lynx—in fact, lynx dyed in many new shades; fox, fitch, or beaver. One fine model seen in Montreal had a deep sailor collar coming down to the waist line in front and through openings in which the Hudson seal belt passed. The collar was of lynx dyed like blue fox, very rich in tone; the huge cuffs to match extended almost to the elbows.

All the new muffs are smaller than ever and in the round styles.

Lynx a Leader for Sets

In sets, many of lynx, natural and dyed, have already been sold, while the various foxes, mink and kolinsky, are spoken of strongly by leading houses. Cape effects of 18-inch length are popular and a good many straight, wide stoles and some slightly shaped at the neck are being made up chiefly in kolinsky, Hudson sel, nd mink. Mole is receiving much less attention than it did last year, but it is very probable that this fur will be sold to some extent again after its vogue last season.

NEW YORK REPORTS

Advanced Prices Looked For—Muskrat Leads, With Opossum Next—Good for Summer Furs

A TRADE report from New York states that fur merchants are unanimous in considering the market firm and that further advances are expected. Manufacturers are deferring their purchases to the last moment in the chance of a reduction.

Muskrat continues to lead in the domestic furs, with opossum a close second.

The former is particularly in demand for blending and natural purposes, as there has been a little falling off in seal rats. English demand is responsible chiefly for the run on opossum. In imported goods, kolinsky, which had a popularity which did not extend into Canada, is a little weaker at present, but it is thought will revive for the Fall. Mole is not as strong, as there was too much speculation in it early in the year.

Sales in Summer Furs

There have been big sales in Summer furs and the dealers are confident that this will become a permanent factor in the trade business. Summer furs have always been popular in Paris, but it is only very lately that there has been any sale for them in the States and in Canada. There was not much argument for them in the years when Summer came in hot from the first, but the past year or two, indeed three or four have carried the chilly night air right into July, and the warm but light capes and collars and stoles have been very comfortable over the light suits or dresses.

Rectangular Cape Strong

Commenting on special styles, the *Fur Trade Review* says:—"Although the Summer furs run the entire gamut of style motifs, the rectangular cape, standing away from the throat and slipping down over the shoulders, is one of the favorites. But, neckpieces in natural animal effect are just as popular as ever, the newest way of wearing them being the so-called rug shape."

PIONEER IN CANADA'S FUR TRADE

Hudson's Bay Co.—200 Years Before Confederation Established Fur Trading Posts—150 Now in Operation.

IN the Jubilee Year of Confederation, "honorable mention" should be made of the pioneer fur trade of Canada, the Hudson's Bay Co.

The history of the Hudson's Bay Company is closely interwoven with the history of Canada, says the Montreal *Standard*. "Long before it was known that the prairies could produce wheat and root crops and graze cattle, this company, the pioneer trading company of the Dominion, had its agents scattered throughout the Northwest Territories. It is largely due to these early Hudson's Bay Company pioneers that the fertility of the Western soil was discovered. Most of them were men of hard Scotch and English stock.

"But the Hudson's Bay Company has not allowed its age to be its chief attraction. Year by year it has kept apace of the times, assisting in the development of the Canadian West as no other company has, with the possible exception of the Canadian Pacific Railway. In its lands department it laid out magnificent town sites and both the town sites and agricultural lands were sold on easy and attractive payments. In its stores department it has kept a breast of every new idea, with the result that to-day the Hudson's Bay department stores are among the best in America. In its fur trading department it has held the reputation which has been theirs for so many years, a reputation for fairness in buying the raw furs and for expert skill in making the furs ready for the retail market.

"Incorporated under royal charter, the Hudson's Bay Company has withstood the test of time. It has passed through periods of prosperity and depression in Canada, but, backed by shareholders in the Old Country, who have never lost faith in Canada, the company has added its share to the development and progress of the Dominion.

Fur Trading Posts

"Originally the Hudson's Bay Company was almost exclusively a fur trader. The members of the company were among the pioneers who introduced various wearing apparel, manufactured products and food stuffs among the Indians, in the days when such exchange was more acceptable than money, since in those days there was no place to spend the money. The company is still a fur trader, and the popularity which it won in the earlier days has been maintained in a century of progress.

"To-day the Hudson's Bay Company has approximately 150 fur trading posts, of which about 30 are in the Province of Quebec, 28 in Ontario, 16 in Manitoba, 15 in Alberta, 16 in British Columbia, 14 in the Northwest Territories, and 3 in Labrador. No company in America has such an important share of the fur trading business.

"The Hudson's Bay Company distributes its furs among the various fur dealers of the world, the chief fur clearing house being in the Old Country.

A Directorate of Business Men

"The directorate of the Hudson's Bay Company is made up of men who have had years of business experience. The commissioners for each department have been chosen with care and with a view to always making better the service of the company's many patrons. An example of this may be seen in the stores department, which under H. E. Burbridge, has become second to none on this continent. Mr. N. H. Bacon, commissioner of the fur trade department, has under his care the overseeing of one of the biggest fur trading chain of posts in the world. Mr. Bacon had been one of the most enthusiastic commissioners for the Hudson's Bay Company and has been largely responsible for the maintenance of the very friendy relations which have continued to exist in every locality where the company has its fur trading posts and for the success of every department of the 150 fur-trading posts; in addition to these duties, Mr. Bacon is also agent for the company in New York."

COMING FUR SALES

London

C. M. Lampson, July 23.
A. & W. Nesbitt, Ltd., July 23.
Frederick Huth & Co., July 23.

New York

New York Fur Auction Sales Corporation, October 15.

St. Louis

Funsten Bros. & Co., October 8.

FALL STYLES

Natural Animal Stoles

Great variety and attractiveness of design is found in the natural animal stoles being shown for this Fall, and also for Summer wear. These in cross fox are very popular, and in white fox are now in vogue, but will be strong also in Fall. Taupe or battleship gray wolf stoles with the large animal effect are growing immensely in vogue. These are curved to fit the shoulders of the wearer, and have the heads and tails very naturally developed, also the paws. There are three or four different methods of fastening these natural animal stoles in wear, the clip being in the animal's mouth, and there being also silk ribbon fastenings and snap fastenings on the paws, giving great variety of style in wear. About $35.00 would be a fair retail value for a large selection of these

Muffs Mostly Melon Shape

Muffs for the Fall of 1917 are mostly in melon shapes. There are both large and small melon shaped muffs, those in Hudson Seal being of better style and appearance as a rule in the large sizes, though very neat and charming smaller effects are shown. In the fox and wolf fur muffs with the natural animal effect are very successfully designed, and these lined in silks with rich embellishments, and pockets under the fur, are sure to have vogue. The heads and tails of the animals are finely used.

A nice graceful sweep is allowed to almost all the fur models. The majority are belted. Fox and sable chiefly are used for the huge collars, cuffs and skirt trimmings. Lynx, chinchilla, opossum and wolf are also shown.

The collars on these coats are considerably larger than the average size of last season; sleeves are bell-shaped, with cuffs nine inches deep .

Two models were shown which departed from the Hudson seal rule. These were of rich dark beaver. On one the back of the deep collar was seamed across the middle, the lower half being cut with a flare so that it hung in several ripples.

Persian lamb and mink will probably rank next to beaver for coats, but the former will not be at all plentiful in the best skins.

Natural muskrat is receiving increased attention in coats for misses and also in capes. Some attractive models in shoulder pieces are shown with large reversible collars and trimmed with immense smoked pearl buttons.



Don't Grope in the Dark! Don't Buy Furs Blindly!

Put in a Line that Assures You a Profitable Turn-Over

Popular-Priced Furs will be the "Big Sellers" this Fall!

These few illustrations give but a faint idea of the "Values" and magnitude of our 1917 Line.

Our Fall stock consists of everything that's fashionable in Women's, Misses' and Children's Furs from **Coney** to **Kolinski.** Our assortments are larger than ever before. **Get in touch with us NOW!**





No. 83359 — Black Coney Animal Scarf, black satin lined; exactly as illustrated above $2.75

No. 83000 — Flat Canteen Animal Muff to match 3.50

Price per Set, Net $6.25



No. 85140
Kolinski (Brown) Coney Stole, choicest quality. Silk lined; exactly as illustrated above 8.50

No. 83032
Flat Canteen Muff to match 6.25

Price per Set, net.....$14.75



No. 83368—Natural Red Fox Animal Scarf. silk lined. Style exactly as illustrated above $5.75

No. 83019—Animal Pouch Muff to match 6.75

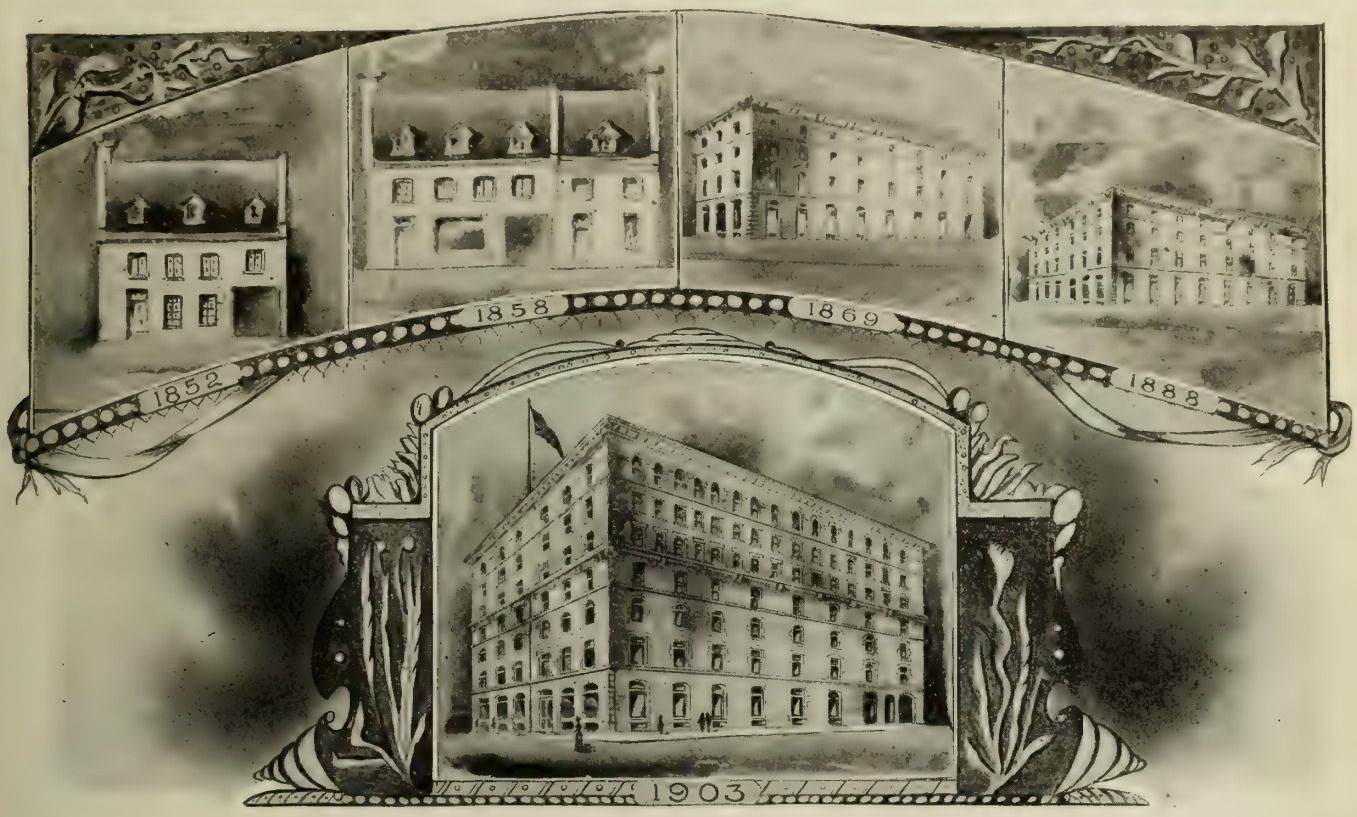
Price pet Set, net $12.50

"THE FUR HOUSE"

MAX NEUBURGER & CO.

Nos. 64-66-68-70-72-74 WEST 23rd STREET, NEW YORK

Here Before Confederation



In 1852 Louis Gnaedinger founded on St. Peter Street, Montreal, the present well-known house of L. Gnaedinger, Son & Company, manufacturers of the famous "MOOSE HEAD BRAND" of furs. This line is turned out under most favorable conditions, the entire process of manufacture taking place in the commodious warehouse and factory occupied solely by this firm at 90-94 St. Peter St., Montreal, thus doing away with the doubtful practice of farming out goods to be manufactured in unsanitary or sweat shop conditions.

The above illustrations are an indication of the success and progress which have attended this house. Compare the splendid building of to-day, which stands just opposite the old site selected by Louis Gnaedinger, when beginning business SIXTY-FIVE YEARS AGO, with the modest structure at that time sufficient to meet the needs of the enterprise.

Louis Gnaedinger, the founder, died in 1880, and the business passed into the hands of his three sons, Emanuel, Frederick and Theodore, and in 1913, upon the death of Emanuel, his son Victor, in turn, took his father's place as partner, and these are the men at the head of the organization to-day. Thus through three generations of Gnaedingers the business goes on, ever cementing more firmly old friendships and creating new ones.

Experience counts much in the making of furs; we are proud of the established reputation of the

MOOSE HEAD BRAND FURS

L. GNAEDINGER SON & CO. - MONTREAL

FOOTWEAR DEPT.

FALL NOVELTIES

Dark Colors Preferred for Fall—Cloth Tops Rule—Heels Have Less of the Louis Curve

BOTH manufacturers and buyers report novelties to be the key-note of Fall footwear once again. By novelty is meant—this year—colored leathers, a difference of color or material between tops and vamps, and fancy weaves of cloths. In kid and calf the new popular shade for Fall is royal purple and it is used for sport shoes as well as some dressier types. Royal purple is of the mahogany order but of a deeper, richer hue. Mahogany as shown in Spring and Summer modes so much is practically out of the running for Fall.

Dark browns are very much in favor in the new lines and plum shade is also a good seller. Greys are showing a slight tendency towards a dropping off in Fall orders owing to the extremely high prices which have maintained for it.

With the above colors leading and a goodly percentage—at least 25 per cent. of blacks, one must conclude that fashionable Fall shoes will be dark. Of course, these dark leathers are combined frequently with lighter tops which will do much to brighten up new footwear displays. No mention has been made of whites for Fall and Winter so far. Their phenomenal sale for the present season will very probably be followed by a demand, as suggested, for darker colored goods.

Many Fancy Tops

A dressy pair was seen at one manufacturer's. it combined fine black kid vamps with grey "reignskin" tops. Reignskin is a new, heavy, closely-woven cloth. Another showed gunmetal calf with grey suede tops cut in high scalloped pattern. A fine black glove kid bal with whole quarter was stitched in white very neatly. Then a plum colored kid vamp was made up with a cloth top of grey embroidered in all over design in grey and plum. Honeycomb cloth in fawn made an attractive top with an African brown kid vamp and facing.

Less Curve to Heels

Perforated trimmings remain in good demand and so do high heels. One of Toronto's largest buyers remarked to DRY GOODS REVIEW that there is a tendency in heels to show less of the Louis curve though they retain enough to be graceful. Especially is this the case with shoes for the younger women and girls. It may be followed in another season by slightly lower heels. "Girls do not like the Cuban heels which are not graceful or dressy and until manufacturers make heels which are at once low and dressy, I am afraid rather high heels will remain," he said. "Vanity," heels having an aluminum plate near the bottom are popular still.

Low heels remain in favor for sport shoes and these are becoming more and more popular for walking shoes. Rubber soles will be big in Fall selling. A rubber sole turned up slightly at the edge to meet the vamp has sold well in the United States this season and one buyer says that they will be one of the leading lines in Canada for next Summer.

Good quality of patent leather is picking up slightly (especially in American-made shoes) while no leather of any kind is cheap now, patent leather is the lowest priced leather on the market at the present time. The demand for it is slow but should it become more active, prices for patent leather will no doubt very quickly reach the level of others.

Little Offered in All-Leather

All leather shoes are almost off the market for Fall. They would retail at about $18.00 to $20.00 for fine qualities, if they were offered. Good cloth top novelties will run about $8 to $12.00 for Fall. Laced styles strongly predominate. "Heights of 8 inches and 8½ inches will remain for dressy shoes but much of the outside trade will prefer 7 to 8 inches since an inch in height makes about $1.00 difference in the price" said a manufacturer of high grade shoes.

ACROSS THE BORDER

What New York, Boston, and Philadelphia Women Are Wearing, Now and for Fall

JUST at present, New York women are buying white canvas high shoes with low heels. In addition, they consider pumps very fashionable and are wearing many of patent leather which may be taken as a tip that patents in high cuts will be good next Fall. Another good selling line is the Oxford of dark tan Russia with low military heel and broad toe. In colored shoes dark maroon kid and several blue and green shades are liked. Colored trimmings on low white leathers are also active.

White Kid With Black Scroll

One of the dressiest new pumps offered for Fall is of white kid with shield vamp and whole quarter scroll work in black patent stitched on. At the sides are two narrow stripes of the black parallel with the black piping at the upper edge of the shoe. Sole and high Louis heel are also black.

Another popular black and white combination has patent vamp, white kid quarter, tongue and Louis heel; ivory sole.

A dressy grey and white pump has heel and quarter of the grey kid, also grey showing through the fanciful cut-out design in the white vamp.

Military Boot

In Philadelphia, the cool weather has done much to foster the demand for high white shoes above the average early season demand. A "Military Boot" has been featured in the shops. It is a Russia calf bal. with 8-inch top and broad heel with common sense toe. White kid and calf high shoes are leading dress styles but greys are still selling. White pumps and Russia calf oxfords with many novel ideas in trimmings are much in evidence. A white and grey combination is one of the leaders for sports. There is some indication that the broader toes are coming into favor. With these Blucher cuts have returned.

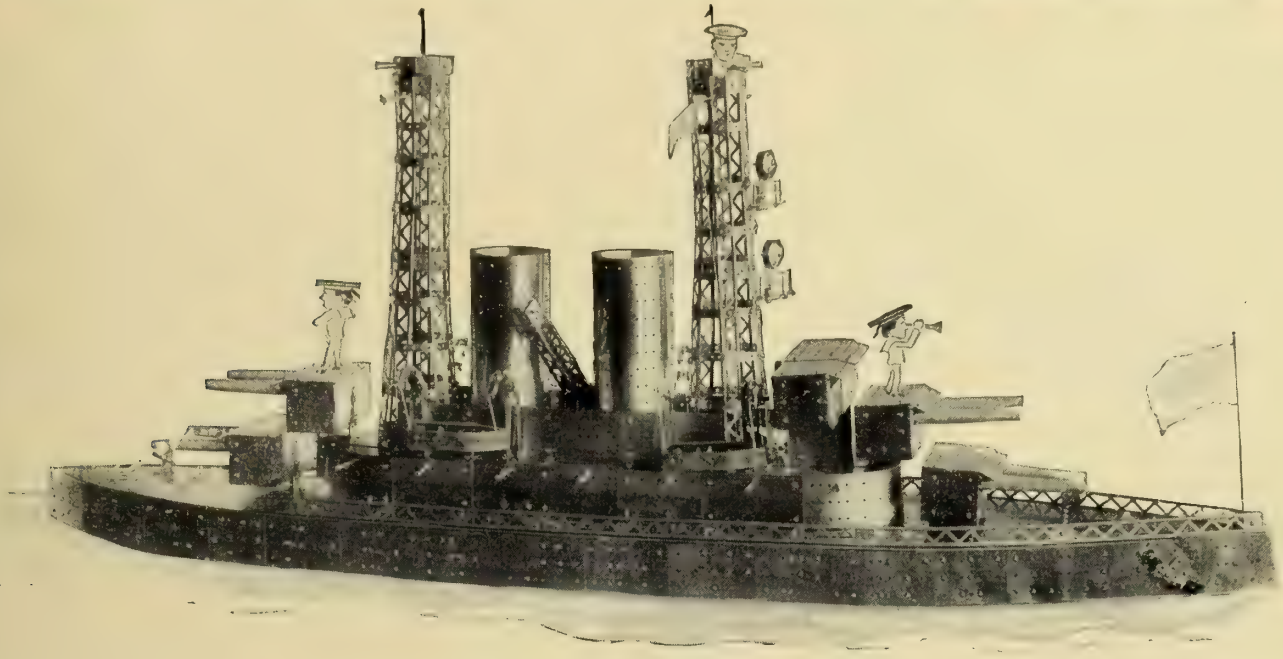
High Cuts in Chicago

High cuts with Cuban or military heels are in such demand that they are expected to prevail for Fall. There is a possibility of wood Louis XV. heels being off the street in the Fall. Tan Russia, black glazed kid, and white Oxfords have been selling particularly well of late. In high white shoes cloths sell quite as well as kids and calfskins. Buckskins are not fancied for any other cuts than Oxford.

Boston women show a strong liking for every kind of white shoe. All materials. shapes and heels are in demand. Boston stores are showing a much larger proportion of plain one-color shoes now than in the past few seasons. Fancy combination effects are departing. Patent pumps have some demand and sport shoes are going with a rush now that finer weather has made its appearance. White calf with low heels and fibre or rubber soles and tan calf ball strap is the most popular combinations.

THE DRIVE OF THE BIG TOY EIGHT





READY FOR ACTION!

Unique Demonstrations **New Models** **Fine Store Displays**

Better Boy Features Than Ever

GILBERT ERECTOR

"The Toy like Structural Steel"

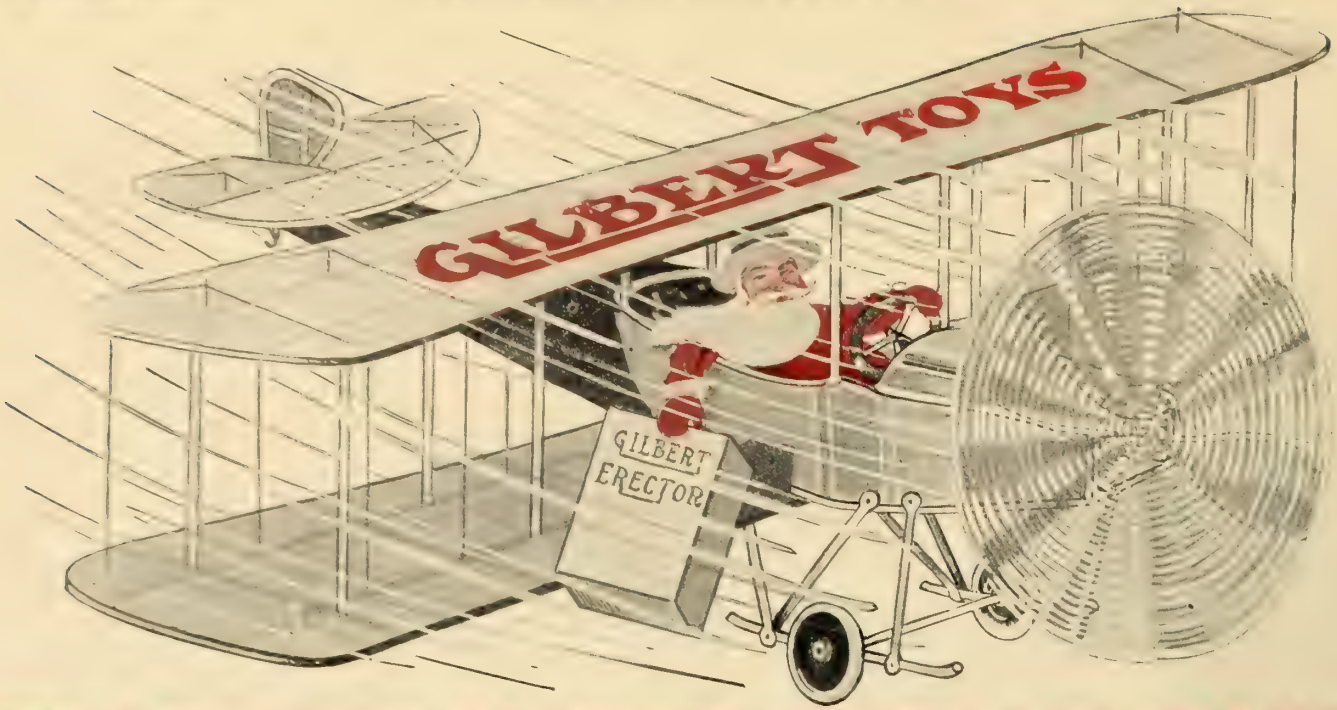
No increase over the 1916 Nationally Advertised Retail Prices.

ATTRACTIVE NEW FEATURES:

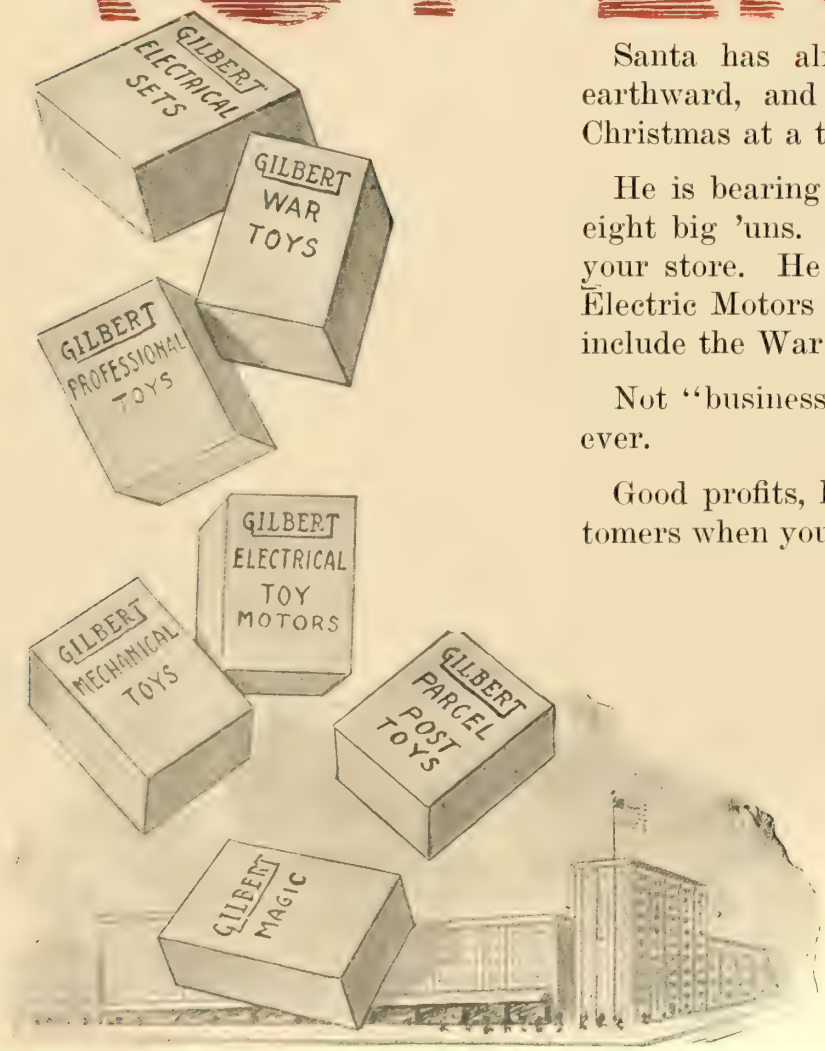
1. *The Master Engineer Set.*
2. *The Big Three Section Gear Wheel.*
3. *The Giant Square Girder.*
4. *The Combination Crown Pulley.*
5. *The Miter Gears.*
6. *The Chain Drive.*
7. *The Belt Drive.*
8. *The Small Crown Pulley.*
9. *The Twelve-Tooth Gear Wheel.*

MENZIES & COMPANY, LIMITED, 439 KING STREET WEST, TORONTO, ONTARIO

Canadian Representatives



THE DRIVE OF THE BIG TOY EIGHT



Santa has already pointed his trusty aeroplane earthward, and is driving his machine on toward Christmas at a terrific pace.

He is bearing a cargo of GILBERT TOYS — the eight big 'uns. Be sure he drops off a good load at your store. He has the old staples, Erector, Magic, Electric Motors and some dandy new numbers which include the War Toys and Professional Toys.

Not "business as usual," but business **better** than ever.

Good profits, helpful co-operation and pleased customers when you sell "The Big Toy Eight."

1. GILBERT WAR TOYS.
   Gilbert Machine Gun.
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2. GILBERT 50c PARCEL POST TOYS.
3. GILBERT MYSTO MAGIC.
4. GILBERT ERECTOR.
5. GILBERT ELECTRICAL SETS.
6. GILBERT ELECTRIC MOTORS.
7. GILBERT MECHANICAL TOYS.
8. GILBERT PROFESSIONAL TOYS.
   Gilbert Chemistry Outfit.
   Gilbert Nurse's Outfit.

Menzies & Co., Limited
439 King Street West, Toronto, Ontario
Canadian Representatives for
THE A. C. GILBERT COMPANY
New Haven, Conn., U.S.A.

FANCY GOODS
NOTIONS & TOYS

NEW LINES FOR TOYLAND

Improved War Toys Are Offered — Indoor Golf Game — Raw Materials Short and Some Cheaper Grades May be Eliminated.

GREAT shortage of many of the materials essential to toy making is causing some change in the output this year. The great demand for wood and metal for other purposes is, particularly in England, eliminating the production of a number of trains and cheaper mechanical toys, with more attention to better class toys a realization of the great importance of design is developing. A scarcity of straw and card-board is making the boxing problem a big one. This year more toys will have to be packed together and only in very exceptional cases will single articles be boxed.

Notwithstanding the unsatisfactory conditions, British manufacturers continue to work out new ideas and offer improvements to an interesting degree, gaining more and more a solid basis for competition with older reputations after the war. Canada, the United States and Japan are progressing likewise.

New Metal Toys

Among the new metal toys offered is an improved "tank", 15 inches long, weighs 3½ lbs.; it has a caterpillar movement; this clock work is protected, all parts are replaceable. New steel helmeted soldiers are to be had in various positions—kneeling, firing, charging, etc. There is also a Highland bomber in active and home service dress and a "Kamerad" or German soldier surrendering.

Various New Wooden Toys

In wooden toys, there is a fine galloping horse which may be ridden all over the room by reins, it has a leather seat and stirrups. "Arethusa" is a gunboat, painted grey, it is a submarine with turret and discharges torpedoes. New dolls' houses are in striking effects. They have hinged doors, glass double windows. One style has a sliding front with plaster facade.

"Plastalite" dolls are claimed to be washable, inexpensive, unbreakable, fully jointed, and having attractive features, fixed on moving glass or painted eyes, divided fingers and shaped feet.

Paris Surpasses Germany

From Paris comes a musical bird cage much superior to the old German "Joiboy". The wire frame is brass with a headpiece and the bird is on a branch surrounded with colored rambler roses, the musical device is in the bottom and produces two really musical airs. A switch may be adjusted to stop the working. The price of this article is 17 shillings wholesale.

The "London-Scottish" machine gun has a wood base and brass barrel and is equipped with a self-feeding rotary action, firing 10 shots in one complete revolution.

Golf for the Kiddies

A really high class game of golf has been produced wherein "Colonel Toppit" and "Colonel Slicer" play real shots.

A new constructional building toy is of stone.

Among the latest inventions listed is an indoor golf game played on a board or table hinged in the centre and surrounded by an upstanding boundary. The lower board is surmounted by a second board a covering of leather-board or linoleum and a stretched cover of baize, or similar cloth. Holes, sand bunkers, ditches and like hazards are hollowed out of the covering and upper board. Raised hazards are formed of wool flock or of a plastic composition which sits firm. A miniature golf ball is propelled over the board by means of a club comprising a handle with a pivoted head portion terminating in a striking handle. By pulling back a trigger a spring imparts a striking movement to the blade.

FOR PINGOCRAFT ARTISTS.



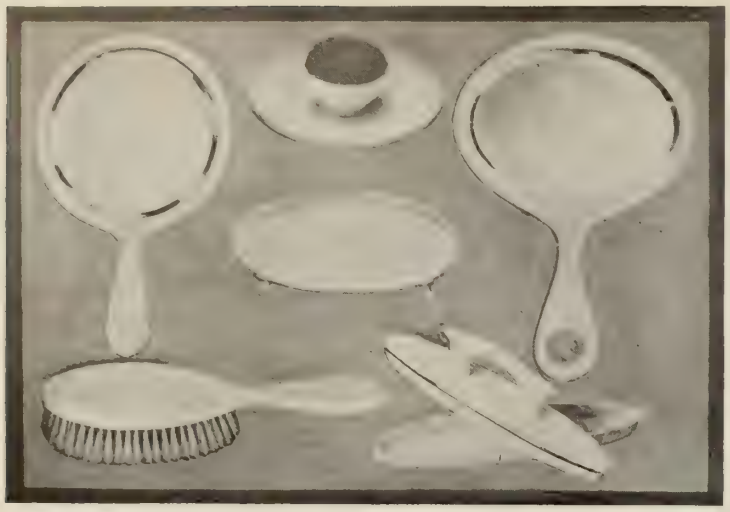
Above: Book ends. Below, left to right: Match box, twine holder, yarn holder, door stop. Articles stamped ready for painting. Made by Favor, Ruhl & Co., New York.

PAINTED ARTICLES FEATURED

PINGOCRAFT, the painted wood pastime which was described in last month's DRY GOODS REVIEW has been prominently displayed at Eaton's during the past month. A Yonge St. window was devoted to it and in the fancy goods department a large table shows the stamped articles, the painting outfits and many finished pieces. While a new departure of this sort takes some months to work up in the Canadian trade, as a rule, it is thought that this style of work should sell well for the Christmas trade, especially in the finished articles, judging by the ready sale of it in New York last Winter.

Wicker baskets and trays shown at Murray Kays are stained and painted in bright colored fruit and foliage designs.

Eaton's are showing sets of lemonade mats. They are of a light weight composition resembling cork and painted in neat flower or fruit designs. One 7-inch and six 3½-inch mats comprise the set.



Mirrors have solid backs and glass set in without beading. Pincushion at top has tray attached. Shown by The Fiberoid Company, New York—Mr. Harvey, Agent, 110 Church St., Toronto.

BUTTONS FOR FALL TRADE

Pearl in Strong Demand — Large Sizes a Fashion Feature — Darkened Covered Slides — New Pearl Buckle.

BUTTONS are being used for Fall in great numbers again and in a variety of sizes. The demand for all kinds that may be had is so great that novelty is not a feature. Several dozens of buttons are shown on Fall suits but frequently they are covered to match the cloth of the garment. Solid rows of black hornoid buttons are used in some instances, but these and also galalith buttons are very scarce.

Pearl buttons are selling in vast numbers for all kinds of Fall garments. The very large sizes continue, as during the Summer, to be a real fashion note. Flat pearl buttons from 1½ to 2 inches in diameter are shown as the feature of many of the best Fall sweater coats, dressy blouses, serge and afternoon frocks, cloaks and suits, and are used in both smoked and white pearl. Fewer are used to a garment, of course, than where smaller sizes are shown. But where perhaps from one to three or four of these giants appeared on Summer wear, for Fall they increase to from two to a dozen. This necessarily means an important cost item in the makeup of a garment since the retail price of the very large pearl buttons is in the neighborhood of $5.00 a dozen. Celluloid coat buttons up to 80-ligne sizes are also mounted. For there the button holes have to be bound since no buttonhole machine is fitted to work button holes so large. These sizes are also responsible for the use of silk cord loops for fastening.

Natural Ivory Nut Buttons

Buttons made from the ivory nut are unique. The nut is cut in half and these are left in their natural shape, merely being polished and colored in an attractive range of brown, red, purple, etc. Small hand painted buttons and glass in fancy effects continue to sell well. Metal filigree buttons and odd Japanese metal buttons as shown in the Spring are offered again and are selling quite well.

There is some sale for metal, leather covered, and celluloid slides also smoked pearl. Foundation slides to be covered with cloth are also in demand. Smoked and white pearl have sold remarkably well for Summer, in all sizes and shapes. Long oval shapes and oblong with rounded corners are selling best for Fall.

Novel Pearl Buckle

A novelty in pearl is on the market for Fall. In it the bar is separate from the outer part and has two holes for sewing on. The bar is attached to one end of the sash and the outer part to the other end. For fastening, the bar slips through the circle and stays there as with a large hook and eye. These are expensive of course, since the outer part must be cut from a very large piece of pearl and the bar from a separate piece. A size of about 80 lignes would retail for close to $2.00 each complete.

ODD NECKLACES SHOW COLOR

NECKLACES of the kind to be worn with sports clothes must not be monotonous, for there is nothing of that nature in the clothes themselves. Beads are the fashion, yes, but not "strings" of them. A certain number of beads all alike are collected but between them are inserted all sorts of odd little things of which there may or may not be two alike, according to the fancy of the composer. These interjections may be metal bars, cubes, bits of filigree surrounded by circles or squares or ellipses, or they may be odd shaped links, but always the rhythm—such as it is—is provided by the color and uniform or relatively uniform size of the bead.

ART NEEDLEWORK

Crocheting Still Finds Many Uses—Colored Embroidery Important—Tatting Popular—Ivory and Amber Needles Replacing Steele.

THERE seems to be no wane in the fancy for crochet work. For sweater coats, lingerie of all kinds, edgings, borders, towels and inset medallions wherever they are used, crocheting finds a leading place. "I don't know why women want to crochet silk sweaters themselves, when they can go upstairs and buy them complete for $13.50. The silk costs them about $10.00 and I don't think any women would make one of those sweaters for anyone else for less than $10.00. But they do it!" said the buyer for one of the leading fancy goods departments. Many sweaters are being knitted by hand, too. For these the five soft wools in white, grey, rose and blue are favored with sports colors in fancy borders.

In cotton crochet work there is some slight tendency for the heavier style of work being favored. Several of the newest gowns for instance show a yoke effect brought out by crocheted medallions, buttonholed into the nainsook and done in coarse thread. Crocheted sailor collars are receiving some attention also. Crocheted medallions appear in handmade curtains, in dresses, scarfs, runners, sofa pillows, etc., and are very effective.

Renaissance From Japan

Now that the real French torchon laces are not to be had, there is considerable sale for Renaissance which is rather cheap now. It is being made in Japan in large runners, scarfs, centres and covers and is taken up quite rapidly. A new touch in these pieces is seen in little crocheted motifs worked in with the braid and thread design.

In both crochet and embroidery work pinks and blues are worked into almost every type of article where the foundation cloth is white. Other colors have place also—yellows, helio, greens, deep blues, rose, etc. Japan blue is shown in a number of luncheon sets. One set has a border showing in outline pagodas, bits of cloud, willow trees and cherry branches and of course Japan blue and black are the only colors allowable. Another striking but simple design is shown in a luncheon set. The scroll design is done entirely in large French knots which appear like small polka dots. A neat narrow edge is crocheted in the same color—French blue.

French knots are still shown in a great many of the handsomest designs in both fine delicate work and the heavy deep colored pieces. Rich colorings done on brown linen are frequent in the new Fall goods. One large centre showed a cone design glimmering in some five or six tones of gold and brown. A handsome set of scarf cushion and centre had bouquets of conventional looking pansies

(Continued on page 79)

FANCY GOODS FOR FALL SELLING



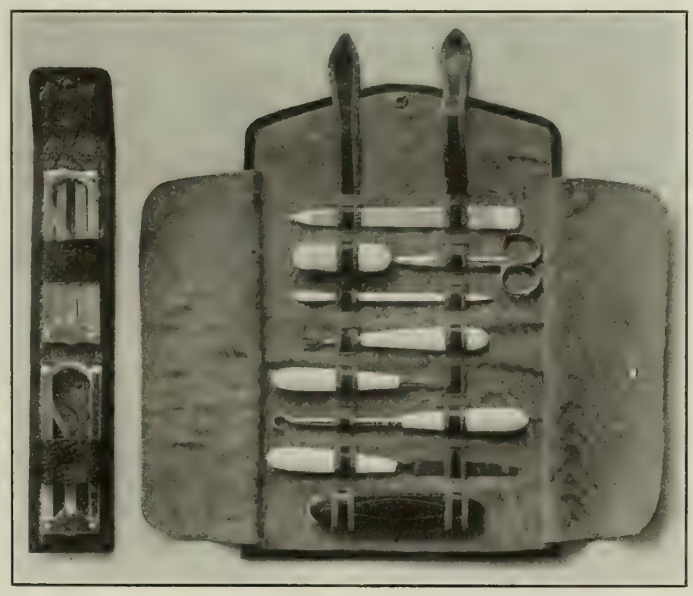
COLORED NECKLACES

Bright-colored gowns call for necklaces to match. The upper one of these has large coral beads with fine, fancy chain between. The lower one has graduated fancy blue beads with glassy streaks in them and dainty chain between. From Carl Austin & Co.



CLEVER NOVELTIES FOR THE BOUDOIR.

Trinket box and powder puff box made of glass and wound with cherry silk chenille, gold lace and tinselled silk trimmings. Very rich looking. Shown by Jennings and Wilson.



Left: Leather case with folded coat and skirt hanger. Right: New case of ivory manicure articles. From Julian Sale Leather Goods Co.

with deep purple, blue and gold prominent. The whole design was outlined in black which emphasized the rich shades. Several of the new designs are outlined in black around the solid color embroidery.

Jewel cloth sets continue selling well. An effective new touch is in two rows of heavy floss threaded through the open work crossbars.

Children's dresses continue to form an important part of the business done at embroidery counters. Colors as well as all white styles are good and both plain and elaborate designs as well as sheer and heavy materials are all important.

Beads continue in vogue. Beaded bags are shown in Paris again for Fall and these will be copied at home by many clever needleworkers. A big range of colors and sizes is to be had in beads though the price are very high.

Amber Needles and Hooks

Amber, bone and celluloid knitting needles and crochet hooks are selling in much larger numbers than are the steel needles and it is not a matter of price for these new styles are much more costly than the old ones. Many knitters are finding the amber needles easier to knit with and also less noisy.

Judging only by variety of tatting shuttles shown by the wholesales, one must conclude that the demand for them is strong. There are brass ones and steel ones, ivory and ebony ones and they are the old familiar one-piece kind or new types which may be taken apart and the spool wound on the serving machine which is a big time-saver. The sizes too vary from small, for very fine work, to much larger and heavier ones for use with coarse thread.

BAGS AND LEATHER GOODS

Knitting Bags in Big Range — Silk and Leather Hand Bags For Fall — Soft Cases in Big Variety.

NOW that our lady cousins to the South have entered in earnest into the industry of knitting which has flourished in Canada during the past nearly three years, there is more excuse than ever for the great variety of huge bags that are clinging to the restless arms. And so while the dull grey yarn unwinds there are those at work devising new cheery receptacles to brighten Milady's task. One firm has a range of over thirty different designs in these large cretonne bags, more and less elaborately lined, trimmed and finished. One feature which makes them practical is the convenient styles in handles. Draw ribbons are quite awkward compared with the hoop, metal and featherbone covered handles which hold the bag material in place while one gropes within and while the yarn unwinds. These larger firm handles are also easier for carrying since they do not allow the bag to twist as long ribbons do. These work bags are expected to continue in big demand for Fall and Winter when in all probability knitting will receive another revival as those at home think of the hardship of cold weather for the soldiers.

Handbags of Silk and Leather

Well-made silk and leather bags of medium sizes also continue as necessities for the well dressed woman. One of the newest leather models for the Fall trade reminds one of the "Norfolk" fashions in outing suits. The leather was a mottled fawn color similar to a wintry tweed and was cut with a "yoke" on either side while the lower part had flat pleats. The frame was leather covered of course, and had corners and clasp of carved silver. The lining was of heavy corded silk in a dark mixture of colors. Mirror and purse accompanied. Bead bags are dropping off somewhat, though hand-made bead bags have some favor.

A new English silk bag has a handle and also envelop flap. When the flap is unfastened the frame work may be drawn out forming the top of a trunk-like receptacle lined with corded silk and fitted with purse.

A bag said to be carried by Queen Mary is of soft wine color leather on a gilt frame with white ivory centre knob, moiré lining to match the outside; on the outside are three flaps, back and front beneath which are pouches; the front set contains a solid silver gilt pencil, a fountain pen and bevel-edge mirror; at the back are powder puff, nail filer and button hook.

Leather Better Than Silk

New York is finding the demand for leather bags surpassing that for silks for Fall and many new shapes and styles are under way. Patent leather is found to be taking very well. While Canadian houses are showing some attractive patent leathers (mostly in strap handle purses however), the finer and novelty bags are mostly in fancy suede, morocco and seal leathers.

A khaki colored leather bag is offered in New York. It has a saddle handle —that is, wide soft arm strap of leather —and patent leather covered frame.

Soft Cases for All Purposes

In fancy cases of all kinds a bigger range is offered for next Fall than ever before. One notable feature is the prevalence of soft cases, replacing the familiar stiff wooden box satin lined types. One of the largest manufacturers is not showing any of the box cases this year. Even manicure sets are done up in neat little leather rolls, lined with fancy figured and brocaded silks. As many as forty samples are shown varying in price according to the quality of the lining and the number of fittings from at retail $2.00 to about $8.00 each. With the fancy linings the ivory and pearl fittings make a much more attractive whole than the ebony goods.

Another new item in these sets is the use of leather for the back and strap handle of the buffer instead of the more bulky hard materials. These match the outside of the case of course.

Toilet sets for men remain mostly in ebony while almost everything for women is ivory or pearl. Fancy and plain leathers are used outside. A new pattern this season is the military stripe finish which is most effective in browns. This is also popular in New York.

Suit Hanger in Leather Cases

Neat little leather cases with fancy linings are also to be had for folding coat and skirt hangers. One or two-set sizes are made and also one containing a pair of shoe trees together with the coat and skirt hangers.

From New York comes a small envelope case of leather containing a tooth brush with hinged handle. There are also "housewives," dressing kits, folding photo cases and the other gift articles for soldier boys.

NEW BOUDOIR LINES

Silk Chenille and Gilded Filet Net Put to New Uses—Leather and Silk Bags for Fall.

A NEW line of hand-made boudoir articles is very attractive for the lady who likes dainty colored and fancy things in harmony with her room. There is one line made of silk chenille in gold, rose or cherry shades. This is glued by hand on to glass or pasteboard forms for trinket boxes, bonbon dishes, pincushions, candlesticks, vases, powder puff boxes, talcum box holders, hair receivers, etc., and is further ornamented with tiny gold and silk flower edging, making very rich looking sets.

COLORED TAGS AND BOXES

FURTHER particulars have been received of the delivery system in Souris, Man., which takes in the general merchants. The town is divided into several districts. A, B, C, D, etc., and the delivery so far has been done by a single car, owing to the good system in force. There are three route deliveries a day and two general deliveries, and an extra one on Saturday evening.

Some of the rules in force are:

All orders must be in fifteen minutes before the delivery closes.

The identity of the merchant is retained by the use of a special colored tag which goes on each parcel and which is reproduced here. The color applies also to the packages used in the delivery car, each merchant having a distinctive one, white, red, etc.

The cost has been reduced, about 40 per cent. as compared with individual systems.

HOW WAR HAS SHIFTED CANADA'S IMPORTS

Latest Official Figures Show Enormous Increase in Trade With the States—Japan Coming on Rapidly—How Increased Values Modify Quantities.

SOME very interesting comparisons are suggested by a study of the returns of the trade of Canada just issued by the Department of Trade and Commerce for the twelve months ending March 31. These include figures of Canada's imports, under headings and countries of origin for the past four years, and make it possible to see the changes in the trend of our trade from one source to another during the period of the war.

The first point that should be noted, and one that invariably is passed over by Ottawa correspondents, who do not understand its significance, is that many of the increases in imports and exports alike do not represent larger quantities as the greater values would seem to indicate, but simply increased values in the goods themselves. In many woolen articles, for instance, the values set down for the Customs Department have more than doubled since the beginning of the war. Hence if the imports of a certain line in 1914 amounted to $1,000,000, and the imports in 1917 reached $2,000,000, the only correct assumption is that the quantity imported during 1916-17 is barely equal that of the year 1913-14. In practically every case where the imports remain the same, the real significance of the figures is that the imports have been cut in two. The same applies to the exports of Canadian products.

This increase in values, that must be considered as a modifier of the official figures, includes nearly every department in the list. There are metal goods that have advanced from a $4 wholesale price to $12 in the past three years; many that show an increase of 100 to 150 per cent.

One other point must be considered: that for the purposes of customs duties goods must be entered at their values "at the time of shipment," not the price at which the contract was made two, three, six, eight months, or often a year before. This in itself makes the customs valuation abnormally large for the two years or so.

The figures given herewith cover the four fiscal years ending with March 31, from 1914 to 1917.

The total imports for 1914 were $410,130,474 dutiable goods, and $208,198,400 of free—outside of the 5 or 7½ per cent. war tax—while for 1917, these had risen to $461,708,200 of dutiable, and $383,622,697 of free. The increased values of the latter goods show that the quantity of dutiable imports for 1917 was really less by a large margin than four years ago, and about the same, not more, in goods like raw cotton and wool that came in free before. For the year 1915 the totals fell far below the previous year as business slumped all over Canada, so that the total was nearly 30 per cent. less. In 1916, there was a small increase in imports.

Shifting of Trade

The most interesting figures, however, are those that indicate the shifting of trade from one country to another, as shown in the table. Trade with the United Kingdom became increasingly difficult as enlistment grew more strict and factories were commandeered for munitions purposes. Transportation troubles kept the imports from overseas down also. The total imports of $131,942,249 in 1914 shrunk to $90,083,178 in 1915, and to $77,370,682 in 1916, while it is very doubtful whether the total of $107,071,181 for 1917 does not represent an actually smaller quantity.

Big Increase With U.S.

Turning to the United States the tendency of late has been the reverse. The imports for 1914 were $395,565,328. Bad business conditions cut this down to $296,632,506 the next year, but there was a recovery of $370,497,867 in 1916. By one year later the tremendous expansion of trade in Canada had increased the 370 millions to 664 millions, indicating that the increased business had been transferred from Great Britain to the United States, in what respects will be considered later.

Trade With Germany

Trade with Germany in these years sank as follows:—

1914	$14,586,223
1915	5,086,986
1916	86,304
1917	14,132

Even the existence in so slight a form as $14,000 may surprise some, but, in the absence at the time of writing, of more details, it may be assumed that this represents dyestuffs that were allowed to come over to the United States via Rotterdam chiefly, by special arrangement. A comparison of the whole list shows that German imports stood third in 1914 with France a close fourth.

Japanese Trade Growing

One other significant story stands out of these statistics; the growth of trade with Japan. In a recent issue DRY GOODS REVIEW contained a story from a Canadian department store manager on his return from a buying trip to Japan, in which he prophesied big developments. That these have already taken place the customs figures show.

(Continued on page 79.)

TRADE OF CANADA—12 Months Ended MARCH

IMPORTS FOR CONSUMPTION	TWELVE MONTHS ENDED MARCH			
	1914	1915	1916	1917
Dutiable goods	$410,130,474	$279,717,254	$289,332,729	$461,708,206
Free goods	208,198,400	175,654,117	218,450,632	383,622,697
Total merchandise	$618,328,874	$455,371,371	$507,783,361	$845,330,903

IMPORTS BY COUNTRIES.

	1914	1915	1916	1917
Australia	$ 913,111	$ 412,205	$ 1,062,692	$ 762,113
British Africa	522,916	338,403	179,181	221,544
" East Indies	7,218,987	6,547,548	6,780,461	6,899,983
" Guiana	3,178,462	2,993,534	5,636,630	7,192,893
" W. Indies	4,354,849	6,186,261	6,286,914	14,251,310
Newfoundland	1,840,523	1,242,800	1,576,591	2,146,958
New Zealand	3,192,900	3,908,616	3,310,358	2,242,515
United Kingdom	131,942,249	90,083,178	77,370,682	107,071,181
Other British	1,434,042	3,555,220	2,992,729	3,307,878
Argentine Republic	2,603,128	3,364,787	3,971,271	2,702,071
Belgium	4,491,126	1,875,963	59,315	14,896
France	14,276,378	8,449,186	5,949,326	6,480,476
Germany	14,586,223	5,086,986	86,304	14,132
Japan	2,604,216	2,783,465	4,015,125	8,122,735
Netherlands	3,015,456	2,769,256	1,057,733	1,234,993
United States	395,565,328	296,632,506	370,497,867	664,219,653
Other foreign	26,788,980	20,141,457	16,950,182	18,445,772

EXPORTS.

	1914	1915	1916	1917
Canadian produce—				
The mine	$ 59,039,054	$ 58,740,989	$ 66,589,861	$ 85,616,907
The fisheries	20,623,560	19,687,068	22,377,977	24,889,253
The forest	42,792,137	42,650,683	51,271,400	55,907,209
Animal produce	53,349,119	74,390,743	102,882,276	127,795,468
Agricultural products	198,220,029	134,746,050	249,661,194	373,413,701
Manufactures	57,443,452	85,539,501	242,034,998	477,399,676
Miscellaneous	121,088	663,802	6,792,932	6,353,554
Total, produce	$431,588,439	$409,418,836	$741,610,638	$1,151,375,768
Foreign produce	23,848,785	52,023,673	37,689,432	27,835,332
Total, merchandise	$455,437,224	$461,442,509	$779,300,070	$1,179,211,100
Coin and bullion	23,560,704	29,366,368	103,572,432	196,547,048
Total exports	$478,997,928	$490,808,877	$882,872,502	$1,375,758,148
Aggregate trade	$1,112,562,107	$1,078,173,240	$1,424,916,065	$2,249,170,171

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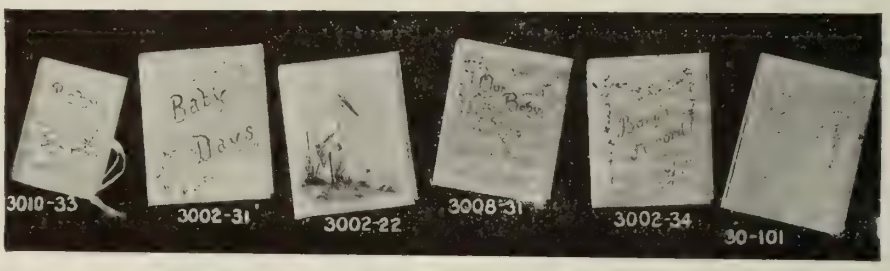


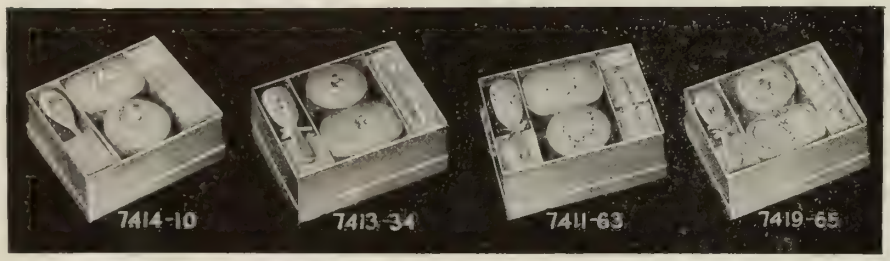
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3002-22, doz..... $8.00
3008-31, doz..... $8.00
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30-101, doz.... $6.00





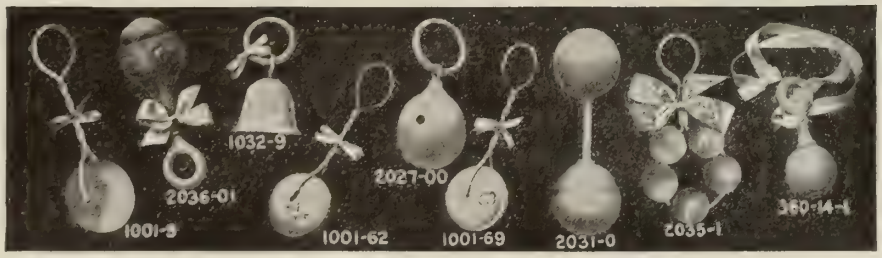
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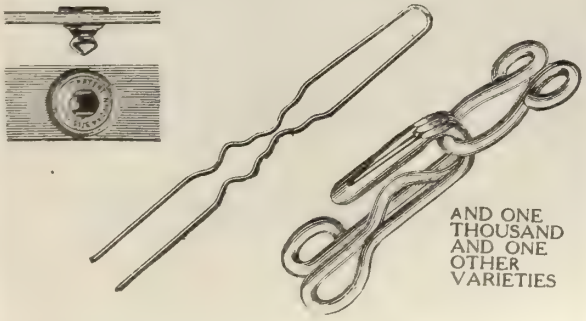
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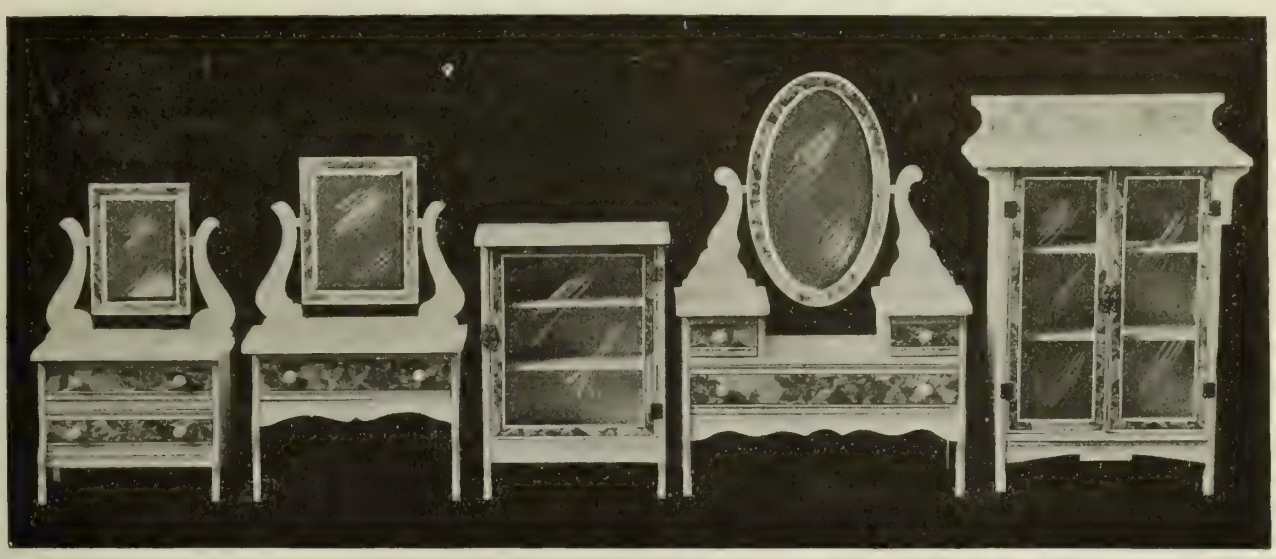
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SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

Lesson No. 4

AS you go from town to town, or from city street to city street, and observe all the various kinds of show cards and types of lettering used on these cards—some good work, some poor work—it makes one wonder where all these different varieties of work originate.

We are not speaking now of that class of card which has "Home Made" written all over it—the kind that is done with a box worker's outfit or from a piece of a shoe box with ordinary writing ink daubed on with a five cent camel hair brush—but well executed cards by people who really try to turn out creditable work.

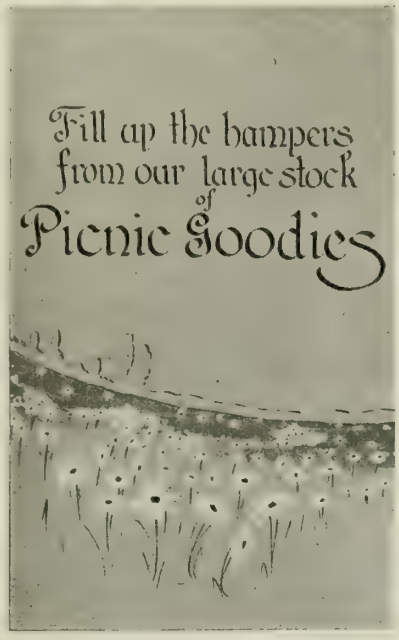
Scarcely any greater variety of cards could be found than right here in Toronto, on Yonge Street, and a stroll in that direction will suffice to prove this to the observant.

Many stores have ideas in their show cards as well as in their business methods. You will note a store that features small, neatly lettered cards in Roman type. This is carried out throughout the entire series of windows. Another store features large cards, employing a heavy style of Egyptian lettering. Smaller stores vary in style, some having many large cards with very elaborate drawings and air brush shadings while others stick to smaller cards of a class of lettering which they try to keep exclusive to their stores.

The professional card writer has so many and such varied demands on his ingenuity in order that the cards of each customer may differ from those of the man next door that he is obliged to keep himself well posted on all styles of lettering and show cards.

Make it your business, therefore, to study every branch of the art so that when called upon in an emergency you may not be unprepared.

With this end in view we are compiling another series of articles on the subject. Each lesson will show new styles of lettering along with some other idea calculated to bring out your talent in this line.



It is to your advantage, therefore, not to miss a single lesson. You will derive as much or more benefit from this course as you would from one for which you had paid a fifty or sixty dollar fee.

An entire outfit is not necessary to the profitable following of these lessons. This month's requires very few tools, all of which have been used previously. They are: Two sizes of round-writing pens, Nos. 2½ and 1½; an ordinary drawing pen, ruler, carbon paper, waterproof ink, and transparent colors.

The style of alphabet we are featuring this month is one which is very practical for fancy cards. This form of lettering has an exclusive appearance and can be accomplished very speedily after the formation is memorized. The round-writing pen is used for making these letters and each stroke is made with one stroke of the pen. No outlining is done at all.

The Chart

"A" shows a six-stroke letter, all of which are curved. There are several familiar strokes in this which have been used in other letter formations. You will find that "A" needs a great deal of practice. Strokes 2, 3, and 4 require special attention.

"B" is another letter with all curved strokes. The four-stroke combination, 4, 5, 6, and 7, should be paid special attention to for practice work.

The formation of the "C" is similar to that shown in previous alphabets. Be sure to bring stroke 1 out further to the right than the upper part of the letter. This is important.

Strokes 4, 5, and 6, of "D" appear as one continuous stroke. Note the small cross-bars which indicate where the strokes should be joined. Practise this letter many times.

"E" is a letter with a nice swing to it, which makes it easy to learn. All the strokes of this letter are good material for practice.

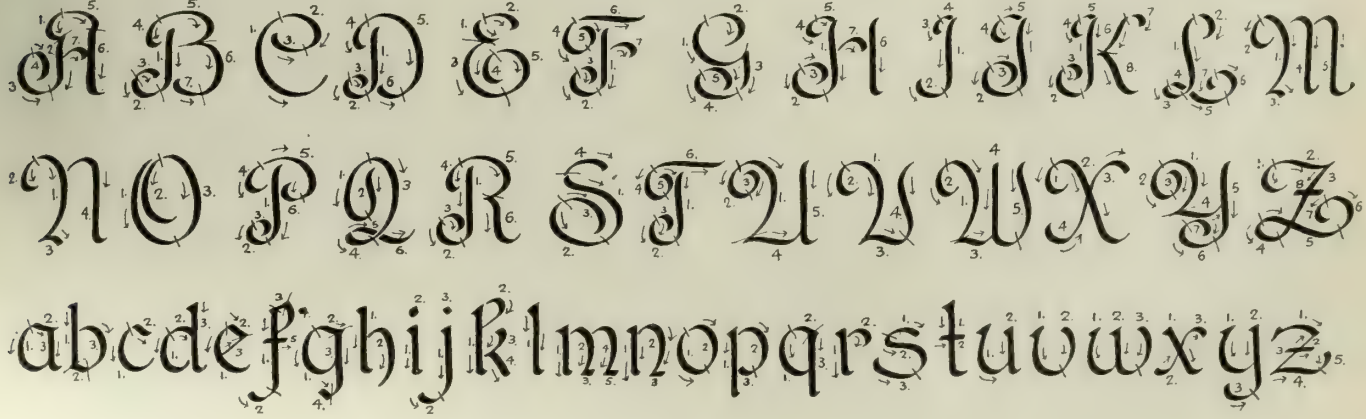
"F" shows an entirely new letter formation and a lot of practice will be needed, in order to perfect it. Combination strokes 4, 5, and 6 are excellent for practice work.

"G" is another all curved letter of very graceful formation. Note the relation strokes 1 and 2 have with one another.

"H" shows an entirely new formation. It requires six pen strokes to complete this letter. The combination of strokes on the left hand side of the letter should be practised quite often in order that they may be made correctly.

The strokes which go to form the letter "I" are shown in the letter "H." Practise often.

"J" is the same formation as the left hand section of the "H." These all-curved strokes require much attention.





"S," like "C," has a formation which has appeared in previous alphabets, but nevertheless should be prastised.

"T" is the same as the "F," without stroke 7. Strokes 4, 5, and 6 need a great deal of attention.

"U" shows an entirely new formation. It will have to be practised many times in order to be made perfectly.

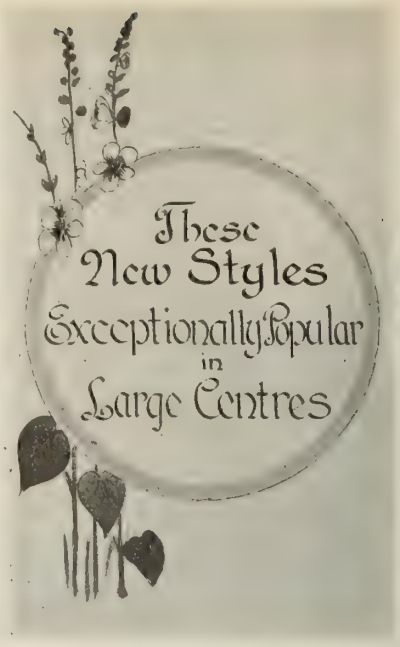
"V" also is a new style. Practise often stroke 4.

"W's" formation is a combination of the "U" and "V." This letter needs as much practice as any in the chart, so don't neglect it.

"X" is formed with four strokes of the pen. With practice, strokes 3 and 4 can be made as one stroke.

"Y" shows a very difficult letter to form, and requires application. Note the 5, 6 and 7 combinations.

"Z" shows a letter with eight distinct strokes. This letter cannot be mastered unless much time is spent in practising it. The lower case does not differ as



"K" shows the "J" strokes with strokes 6, 7, and 8 added. Practise often the last three strokes mentioned.

All strokes of "L" require much practice. Note how strokes 4 and 5 break at stroke "I."

"M" is an entirely new formation. Practise well strokes 1, 2, and 3. Strokes 4 and 5 are the same formation.

"N" is the same formation as the "M," with stroke 5 omitted.

The three strokes of "O" are quite familiar. Practise often.

"P." Stroke 1, 2, and 3 of this letter appear frequently in previous letters. The combination strokes 4, 5, and 6 should be practised often.

"Q." Here is a new style letter for you. This shows a lot of familiar curve lines in a new letter formation. Practise combinations strokes 1 and 2 together.

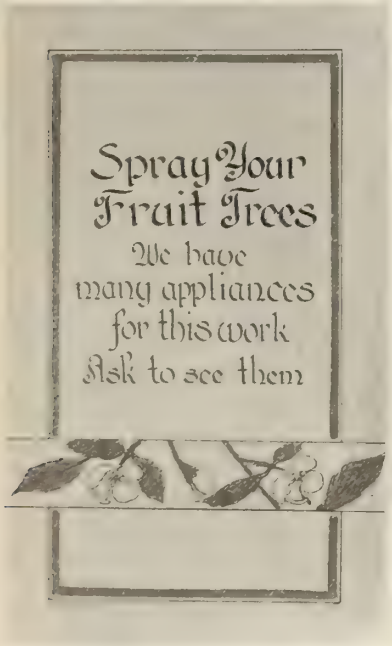
"R" has six strokes, and is very much like the "P." The only difference being in the stroke 6. Practise several times.



For our feature this month we are showing on our show cards hand-drawn colored work. This work is one of the most important branches to the successful cardwriter and much time spent on it is a big step in the right direction. We do not claim any great art work in these because they are all copies of some sort or other. If not exactly transferred with the aid of carbon paper the ideas were gotten from some paper, magazine, or journal. So you can make them as well as can any one else. Just follow these descriptions: —

The "Daisy" card is on grey cardboard. The drawing was first sketched out roughly with pencil. Then the grey shading was washed on as shown. When this was dry the white daisies were painted with ordinary cardwriter's white. The stocks were put on in black with a pen, and the centre of the flowers are touches from a black brush. It is simple, but effective.

The "Butterfly" card is simple. Hand



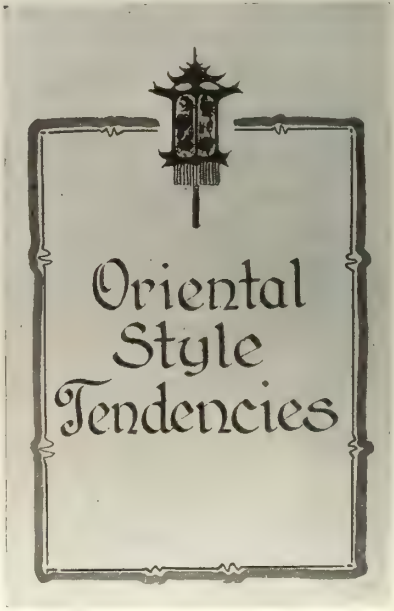
widely from the previous letter formations as does the upper case, so a detailed explanation is unnecessary.

Note where spurs are used they are made on the slant. Watch little individual traits in this lettering in order to get the best effects.

Note that all strokes are numbered and each stroke should be made in its turn according to its number, and the pen should be drawn in the direction in which the small arrows are pointing.

As we said before, use a round-writing pen to do this lettering and use a black carbon ink. Wash out the pen thoroughly each time and the life of the pen will be doubled besides getting better results.

The collection of completed show cards gives a fair idea of how the lettering illustrated this month appears in the completed work. You will notice that the upper and lower case letters are used together. Under no consideration use all upper case letters to complete a word



drawn with black waterproof ink and afterwards colored in bright butterfly colors with transparent ink.

"Fruit Tree" card shows a drawing of apple blossoms across the bottom of the card. The background of this drawing is pale blue; the blossoms are pink, and the leaves are green. Transparent colors used for coloring.

The "Summer Style" card shows a very dainty drawing of a swan scene. This was sketched with pen and black ink and the water was afterwards colored green.

The "New Style" card is an exceptionally fine illustration of this work. The idea for this was gotten from a postcard, but it is a free-hand drawing. It was first sketched in black. The leaves and stalks are colored in green and the flowers a pretty shade of pink. This makes an excellent card for present season's showing.

The little "Oriental" card shows a drawing of a Chinese lantern. This is quite in line this season in view of the Oriental tendency in prevailing styles.

HOW WAR HAS SHIFTED CANADA'S IMPORTS

(Continued from page 71.)

Here is how this trade has grown:—

1914	$2,604,216
1915	2,783,465
1916	4,015,125
1917	8,122,735

And, it should be noted, the increases in the values of Japanese goods are not commensurate with most goods of other lands. It has been said that Japan will oust Germany permanently, from her old market in America. That she has done so to a considerable extent already seems quite clear. And this, too, in the face of exceedingly unfavorable transportation conditions.

With France

With the disruption of a large part of France's industrial trade, as well as shipping difficulties, it was expected that the imports would be cut down and this is true as this table shows:—

1914	$14,276,378
1915	8,449,186
1916	5,949,326
1917	6,480,476

Britain and U. S. Compared

The sources of some of Canada's imports are interesting to trace.

Of $4,498,614 in hats, caps, and bonnets, $1,095,210 came from the United Kingdom, and $3,081,391 from the States

Books, ink, and paper stationery: United Kingdom, $1,068,766; United States, $4,533,372.

Clocks and watches: United Kingdom. $80 514; U. S.. $1.545,460.

Aniline and coal tar dyes: United Kingdom, $448,006; U. S., $1,366,927.

Earthenware and chinaware: United Kingdom, $1,534,396; U. S., $470,537.

Electric apparatus: U. K., $176,700; U. S., $6,149,342.

	U. K.	U. S.
Fancy Goods	$1,081,383	$2,039,358
Cocoa and chocolate	984,346	1,584,272
Fish	108,729	842,810
Eggs	28	928,722
Tea	4,817,719	33,525
Furs, hides and skins	914,364	6,459,042
Glass and glassware	195,256	3,817,017
Axles and axle parts	4,777	1,966,623
Machinery	656,773	33,154,462
Wire	368,198	4,111,125
Wire rods	.....	2,925,711
Other iron and steel	2,776,353	54,242,966
Nickel plated ware	44,479	1,113,383
Tin plates and sheets	144,921	6,334,732
Tinware	51,796	2,013,044
Paints and varnishes	451,977	2,631,560
Cotton clothing	698,021	4,265,598
Cotton printed fabrics	4,870,393	6,259,186
Silk fabrics	3,679.688	1,917,609
Wool clothing	2,418.524	2,363,163
Wool yarn	2,915,616	927,559
Vehicles — Automobiles. etc.	30.350	8,551,475
Automobile parts.	26,594	7,173,423

UNIFORM HALF HOLIDAY

Merchant Advises Same One All Over Province or Country for General Advantage—Serious Losses at Present.

DRY GOODS REVIEW,
Toronto, Ont..

Gentlemen:—

Allow us to pass our opinion on the following matter:

We feel the Summer half-holiday question which prevails in a good many cities in Ontario should be taken up by the DRY GOODS REVIEW or by the Retail Merchants' Association or both, to concentrate this half holiday on some particular day or at least to get the matter well in hand.

At the present time the various cities have established different half days and some are running these half-holidays for two months, others for three months and often in one city there is a diversion of opinion consequently all stores are not closed on the same half-day for the same number of months.

Dry goods merchants in some places commence the half-holiday in June which we feel is a great mistake because June is a busy month. At the present time as far as our firm is concerned, we are giving July and August, and close at 5.30 all the year round with the exception of Saturday, the day previous to a public holiday, and a short while before Christmas.

We are strongly anxious to co-operate in shorter hours as long as good judgment is used. The writer personally feels there should be no half-holidays and that there should be a continuity of business and in this case all merchants could then afford to shorten their hours considerably, thereby giving the relief and enjoyment looked for. If this



During July and August Closing Hour is 5 p.m. each day except Saturday

THIS EARLY CLOSING ENABLES OUR EMPLOYEES TO HAVE A RESPITE FROM THEIR DUTIES DURING THE HEATED TERM. WE ASK YOU TO PLAN YOUR SHOPPING ACCORDINGLY.

On Saturday during July and August as in June, the closing hour is 1 p.m.

Murray-Kay, Limited
17-31 KING ST EAST TELEPHONE ADEL. 5100

judgment is not accepted, which we believe is right, we strongly feel that July and August are quite sufficient.

The farmers and many motorists who come from a considerable distance to shop are not expected to keep posted on local conditions in the various places, consequently there is a business disturbance that is not right.

It must be costing the wholesalers and manufacturers a considerable amount of money for the time their many representatives are losing. Not alone do they lose this half-day but practically the entire day as the stores are too busy to see them at that time. If they are seen it means we are looking at goods on a busy half-day which is very poor business.

I believe the Retail Merchants' Association or the Ontario Government would do well to arrange this matter and establish one idea so that Ontario would know where it was at in this regard.

The above is not for publication under our firm's name but because you are a large educating factor would like to present our opinion to you in case you may consider taking the matter up.

Yours truly,

The United States at present secures much of its glove leather in Spain, but an embargo on raw skins is under consideration there and this would be a most serious factor to the U. S. industry. Nevertheless. American manufacturers have nothing like the odds to face which confront their European confreres.

MILLINERY

NEW YORK'S VIEW OF FALL MILLINERY

Great Variety of Styles Offered—Cut of Coats Demands Medium or Large Hats—Deep Brown and Dull Amethyst Mauve Favored in Velvets—Tricornes Good—Plumage Much in Evidence—Ribbon Trimmings to the Fore.

Special correspondence of Dry Goods Review

NEW YORK, July 3, (Special).—In Regard to the all-important question of millinery, right here may it be said that the styles were never more fascinating. The jauntiest little caps and berets and kepis—all more or less martial of aspect—are shown side by side with beautifully picturesque portrait styles and wide-brimmed capelines of remarkably chic contours. In all probability large hats will be very close rivals to voluminous, draped toques, (turbans, berettas and helmets—they all come within the province of the toque) next Fall and Winter. The cut of the new outer garments is so ample as to preclude the popularity of decidedly small hats from the start.

Oval Toques and Berettas

The styles most conspicuously displayed in the advance showings of Fall millinery are draped oval toques and very puffy berettas of satin or faille (white, black, navy and sand) rather elaborately embroidered in soutache or other narrow braid, and in a great many instances finished with a long passementerie tassel. Models with long, tasseled toboggan crowns and primly upturned brims are also among the best sellers; in these the crown is generally of satin, faille or taffeta, embroidered or braided, and the brim of plain velvet in a contrasting note, sometimes finished with a narrow pleating of the silk, to soften the rigidity of its outline.

A number of uncommonly chic draped turbans a la Moujik are shown among the imported chapeaux. One, made of deep wine red velvet, tucked to form evenly spaced squares, is built very high at the left side, and at the base is finished with a smoothly draped faille brim, very close-fitting and likewise broadest at the left side. The trimming is very simple and immensely smart, a cluster of frosted grapes in natural tones, accompanied by velvet foliage, and tucked among the folds of the crown at its highest point.

White Models

A multitude of white Fall hats is featured, among them a generous number of broad-brimmed capelines, widest at the sides, and more or less dressy sailor. A decided innovation is introduced is a white satin model with full beretta crown and drooping brim in Chinese coolie style. The front of the brim is overlaid with long, triangular revers of white Georgette crepe, wired for support, and embroidered in a gorgeous Eastern pattern, with chenille and heavy silk in jade green and gold. Two ball-shaped jeweled ornamental pins, which seemingly hold the revers in place, are the only additional trimming used. In another very unique creation the top of the low, flat crown is covered with pure white velvet buttercups, while the unstiffened side is formed by loose folds of cream-white panne velvet. The cream faille brim is rolled up in Breton sailor effect throughout its circumference and is overlaid with a loose and very soft torsade of white crepe, fastened at each side with a little jeweled buckle slide.

Black velvet is employed in many of the handsomest dress hats; these, by the way, are ofttimes quite whimiscal of contour, which adds essentially to their attractiveness. Deep brown and a sombre, very dull amethyst mauve are sometimes used in preference to black.

Contrasting Facings

Tricornes are very prominent, and are as a rule so developed as to accentuate the Napoleonic idea. Tricorne and quadricorne toques, too, are featured, in velvet and silk fabrics of all descriptions.

Contrasting facings are strongly featured—contrasting as concerns the material as well as the color—in dressy chapeaux as well as in tailored styles. Light beige, cameo pink, palest turquoise and primrose yellow are the preferred tones for facing dress hats, not to forget the ever-fashionable white and cream.

Entirely of Plumage

Extremely chic are the little toques and small hats entirely made of plumage which are everywhere in evidence in New York just at present. Ofttimes they are entirely in white, with fetching garnitures of slender wings, bird motifs, or hedges of aigretted feathers, but in some instances touches of color are introduced by means of brilliantly tinted ornamental disks, cabochons or other motifs, also made of plumage. An ultra-chic design shaped like a trench cap is made of mottle owl feathers, and trimmed with applied squares of breast feathers in vivid scarlet, outlined with a fine border of sombre green.

Ostrich garnitures are not nearly as popular as was expected; some smart stickup fancies are shown and bought, also a number of smart arrangements of small tips, but aside from these the use of ostrich seems restricted to fringed and looped crown pieces and trimming bands, made either of chemically treated ostrich or of long, uncurled flues.

Coque feathers are used in quantities, chiefly for the now so popular pompon motifs.

Ribbon a Leader

RIBBON will be among the foremost trimming materials of the season, unless all signs fail, and once more the designer may use all her ingenuity and creative genius in fashioning ornamental ribbon motifs for the tailored hat. Moirè is coming in strongly, faille maintains its position, grosgrain (the very heavy kind) is popular for banding and bind-

(Continued on page 83.)

NEW YORK MODELS FOR EARLY FALL



THE WAY THREE PRETTY FALL HATS WILL APPEAR.

Above—Two-toned velvet with wool embroidery and crocheted Gretots. Left—Blue satin stitched and tucked. Orchid velvet facing. Right—Blue satin capeline, crown-top of velvet anemones. Very new.

HINTS FOR EARLY FALL BUYING.

(From our New York Correspondent)

Red browns: Mahogany, cinnamon, terra cotta and nasturtium tones.

Fur shades of every description.

Soft pale grays and tans, cream and ivory tints.

Sombre blues on the crow and grape order. Used with practically all other shades.

Blends of leather brown and moss green, sage and beige, rose and gunmetal gray, fuchsia purple and cerise.

Medium large Breton sailors of silk and velvet or felt and velours; monotones and two-toned effects.

Military toques, helmets, berettas and draped turbans Small tricorne hats and toques.

Velvet dress hats of irregular contours, with flaring brims, fantastically shaped and slashed.

Combinations of faille and velvet, satin and panne, taffeta and plush.

Feather bands, aigretted or curled, in all widths and arrangements.

Toques of pasted plumage; as many as three different kinds and color tones effectively blended.

Wings in a variety of styles and sizes, also color combinations.

Furs and fur fabrics of all kinds, for entire toques or hat crowns, and a multitude of trimming effects

Faille, grosgrain and heavy fancy ribbon, from narrowest to widest. Ribbon motifs and brim finishes.

Small, flat flowers, such as anemones, daisies, wild roses, for compact arrangements to be used on crown tips and Watteau bandeaux.

Hand embroidery done in heavy silk, worsted and chenille. Much bead work. Applique Motifs.

NOVELTIES IN COLORS.

Citron (the French for lemon, not the greenish tone implied by the English word) appears in more or less prominent touches on hats and gowns in crow blue, Nubian brown, slate and white, and promises to become a favorite in Fall and Winter fashions.

Nasturtium and mahogany browns are splendid in all materials, and are singularly becoming when relieved with neutral beige and champagne tones, horizon blue or ivory.

Dark Nubian brown is in many instances submitted for the deep black which has so long held sway. The effect is ever so much less sombre, while equally refined, and Nubian brown will be the preference of many in the coming season.

Brilliant purple for trimmings and soft, subdued pansy and clematis shades for fundamental colors are looked upon with a great deal of anticipation for the coming season. The same applies to rich, deep wine shades, and the delicate heather, cyclamen and raspberry tones.

Touches of poinsettia red and cerise will be found on many of the hats intended for Winter use, and will be especially affective when blended with fur shades of all kinds.

Another vogue for white, and especially white hats, may be expected, which is not in the least surprising after the enthusiastic welcome white Summer millinery received.

ONLY EARLY FALL STYLES ARE DETERMINED

Manufacturers Ready For Any New Idea That Looks Good—After Sport Felts Come Velvets—Black and Dark Autumn Shades Good—Feathers in Lead.

At present millinery for Fall is about the most uncertain department in the dry goods trade. In New York manufacturers are endeavoring to bring out something new in the way of both shapes and trimmings every day, so that there are very many possibilities for Fall and little certainty that any of these will develop into a real fashion. For instance, one prominent Toronto wholesaler remarked that should Paris see fit to bring out ostrich plumes in October, the whole millinery trade would be liable to adopt immediately ostrich plumes, whereas at present there is no idea that these will be a feature of that trade.

New Printed Felts

As to shapes that will be adopted for Fall, the earliest are already out in the form of sport felts. The newest type is somewhat of a novelty. It is shown in the stiff white, with quarter-inch crossbars under brim; is in a solid color to match the crossbars, and a 2-inch grosgrain band of ribbon with knots and flat bows at the side, also binding on the brim, are in a similar tone. Mustard, green, blue, rose and gold are the shades to be had. Both small and large roll brims are to be had in these hats. For those who do not wish the bright colors, and for those who may wish a more subdued tone later in the season, quaker grey felt is selling well. Soft velours are spoken of very highly for Fall trade. These formerly were made in Austria, but now are made in even a better quality in France, and to some extent in the United States, so that the supply is a little more hopeful than if the trade were depending upon the remains of the huge supplies which were in the country when the war broke out.

Sailors for Toronto

Velvet hats will very probably be a large item in the Fall trade; already many shapes are shown, both for dressy wear and in the well known popular sailors. One of the largest millinery buyers in Toronto remarked that so far as Toronto is concerned the people are married to sailors. When a woman is uncertain as to just what style of the new shapes will suit her, she usually falls back with some degree of satisfaction upon the sailor and can feel sure that with it she is going to be at least inconspicuously dressed. One new feature in many of this year's sailors is the pleated brim or else the tightly drawn drape around the crown. Both small and large shapes are shown in these sailors, and the ribbon band and binding are of plain grosgrain ribbon in slightly wider widths than prevailed last year. Where half and one inch bands were used formerly, this year the average width will be from two to three and a half inches. A great deal less yardage will be used for bands this year than last, is the opinion of a wholesaler fresh from the New York market. "The stiff small hats with high crowns and tailored bands will frequently be replaced this year by soft little hats with brims rolled to such an extent that a band would be quite hidden if used, or else with no brim at all, so that there is no place for a tailored band," he said.



FASHION FOR PRETTY KIDDIE

Of maroon velvet combined with satin of the same color, a bonnet that will gladden the heart of any little girl.

Tricorne and Dish Shapes Mentioned

In the matter of shapes, the tricorne is very popular so far as a suitable accompaniment for the military capes. They are shown with slightly rolled brims, also with the roll turned up high at the crown or extended in a long angle, almost in Napoleonic fashion. A leader with one large Toronto firm is called the "dish" hat. It resembles a Breton sailor, but is slightly larger. Double bands of one inch faille ribbon, with smart knots or cabochons rather than the tailored bow, are at the side. There is some possibility of the beretta developing in several new lines again this year.

Hatters' Plush Again

Good qualities of velvet are in demand everywhere, and with it a good deal of hatters' plush. Combinations of the two are the chief ingredients in many of the early models of dressy hats. In addition to the materials used in the factory-made hats, other fabrics are anticipated in the made-to-order styles. Crepe de chine, Georgette, corded silks and moire will have a big place according to some leading milliners.

Various Feathers in Vogue

Hats made of feathers are more common to all the wholesale milliners this year than for some time past. During the Midwinter last year New York took up the toques and turbans of feathers quite strongly, and this year they are considered with favor by the Canadian trade. Already crowns in pale tints and white are shown on leghorn hats, and several turbans have appeared in white. For Fall, however, a number of dark natural feathers will be shown, and among these hackles will probably be the strongest. All these feathers are made into wide bandeaux, crown coverings, separate hats and trimmings. The bandeaux, which end up in extended points crossed in sword fashion, are considered good.

One of the leading Toronto wholesales is showing a line of turbans made entirely of ostrich and mostly in all black or all white, which are very smart. Enough of the natural curl is left free to form a soft finish complete without trimming. With ostrich people pushing their wares so strongly this year, it is quite possible that ostrich may amount to something before the Winter is over. Feathers are really the most important item in the trimming departments at present. All the burnt feathers, such as coque, goose and turkey, are very strongly spoken of. Bindings of these, two inches deep on both sides of the brim, in many instances for large dressy hats, replace the fur bands of last year. Ostrich and fine hairy feathers are shown in these bands very attractively.

Ornaments of many different kinds are selling well again for Fall. New York

showed a great many tinsel things early but now these have become rather quiet. They may revive, however, for midwinter. Most buyers are looking for a continuance of oriental embroidery, bead ornaments, braided motifs, soutache braiding and a quantity of jet. One new note in beaded ornaments appears in the colorings. They are in delicate shadow effects rather than the strong, many-colored contrasts which were used greatly last year.

More Hats to Match Suits This Fall

Colors for Fall are also a matter of uncertainty to the trade at present. Last year when wine shades were spoken of so strongly by the dress goods houses some milliners counted on those to be in big demand or hats. Apart from some little flutter early in the Winter they did not, however, amount to anything. This year wine shades occupy an even stronger place for costumes and one well-known wholesaler believes that this fact together with the desire among good dressers for a complete one-color turnout for Fall occasioned by the variety of color combinations during the Summer, will result in a fairly strong demand for hats in dark wine shades. Dark brown, plum, navy, taupe, and bottle green, will in the same premises be as much desired as the wine shades. With these sombre tones, bright colors will be chosen in just a touch in the trimmings. Brighter colors in rose, blues, gold, etc., will have a place with some customers for both foundations and trimmings, of course, but the small touch of bright color as the only contrast to a dignified rich shade of costume with accessories such as gloves, hose and shoes in harmony is a conception of good dressing which will meet with much approval.

Many Blacks

Black goods will continue a big part of the Fall business, especially early in the season. Just as the whole trade is awaiting developments now, so, when September comes, consumers will be in a state of "watchful waiting" and will purchase a black velvet hat to wear while deciding upon their Winter's color scheme. In many cases, too, black will be the color scheme and both soft and severe black velvet hats will be worn.

White Season on Now

As conditions are at present, Toronto buyers are more concerned with disposing of their Summer stocks than with the uncertainties of Fall. Satins, mostly in white, some blue, and bleached Panamas by the hundred are the centres of activity in Toronto stores at present.

French goods are arriving in America in smaller quantities as the seasons and the war advance. With no strong hand to "set" the fashions, New York is putting into shape every idea that enters its many heads so that even there nobody knows about Fall.

With the present month wholesale workrooms are producing their busy hum again and within a few weeks it is very probable that something definite will be crystalized, of which it may be said with some degree of authority and certainty, "this is the correct thing for Milady."

A London journal shows a whole page of ribbon-trimmed hats. The ribbon is both narrow and wide, mostly grosgrain.

FALL FEATHER FANCIES.



Upper left: Semi-bandeau of black and bronze green feathers. At centre front, strands of red, blue and green radiate.
Upper right: High semi-bandeau of fine curled burnt feathers.
Centre: Mount of burnt coque with bead ornament. Pompon in white or colors.
Lower left: Wings of sand with dark feathers of blue, green and black, and imitation beaks.
Lower right: Bandeau of white, speckled and black pasted feathers high in front.
From Strachan, Burden and Plaskett.

NEW YORK'S VIEWS

(Continued from page 80)

ing effects on sports hats, while the broad, supple weaves of satin, taffetas glacè and faille will be called upon for forming the broad, soft torsade and loop effects which go so well with broad brims and puffy crowns. Entire toques and sports hats made of bright-colored ribbon are featured among the smartest designs, pompons, fancy pins or embroidered or beaded motifs affording the decorations.

The flowers to be used in the Fall and Winter season are mostly small, tight cluster bouquets in delicate Watteau coloring, with an occasional large rose or other decorative flower in exquisite coloring. Velvet foliage is very good. Grapes, velvet berries in a variety of styles and large, showy, fancy fruits of chenille or heavy worsted have likewise been taken up into the Fall repertoire.

USE PARCEL POST

A NEW suggestion in connection with the much discussed question of delivery as it affects retail trade, has come from New York in the report that big New York department stores are intending to abolish their delivery systems for certain classes of parcels in favor of the parcels post delivery through the post office. It is likely that a great deal of money could be saved by such a system and the public would be well served if the parcels post system was efficient.

This is an idea which might be adopted by merchants in towns much smaller than New York. An example of the efficiency of the system as it could be worked out, is contained in the experience of one shopper who purchased something in a city store about 4.30 in the afternoon. Some little changes had to be made to the article, but it was wanted that night and the company agreed to deliver it during the evening. At about 8.30 or 9 p.m. it came via special delivery through the post office, and cost 14 cents for delivery. Of course the parcel could have crossed the continent for the same price, but the cost of sending a messenger would have been at least twice the cost by mail.

Delivery costs present a big problem to the retail merchant to-day with the high levels of labor cost and upkeep, but it is possible that much money could be saved to the merchant by sending certain packages by first-class mail and special delivery.

Irish Linen Stores, of Edmonton, Alta., have been discontinued.

Gage Millinery



CAMBRIA GAGE
An advanced style reproduced in light tones of velvet with black facing, or georgette crepe with black velvet facing.

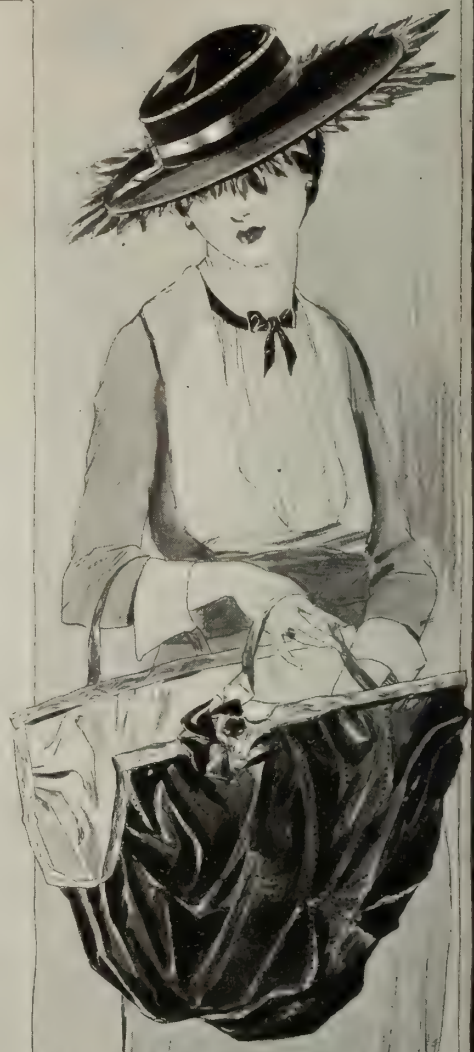
ON JULY 9TH, AND CONTINUOUSLY THEREAFTER, WE WILL HAVE ON DISPLAY AT OUR CHICAGO AND NEW YORK STORES, A LINE OF

GAGE HATS,

TOGETHER WITH AN ASSORTMENT OF IMPORTED AND DOMESTIC MILLINERY MERCHANDISE, WHICH WILL BE WORTH YOUR CAREFUL CONSIDERATION. WE INVITE YOU TO VISIT US IN EITHER OR BOTH CITIES.

The GAGE WEEKLY SERVICE, has become an important factor in the business of many of the most progressive merchants in this and adjacent countries. It is restricted to one dealer in a community. It may be open for your city. If interested, write for particulars.

Our sales during the past season have been the largest in the history of our business. Our purpose is to merit the continuance of a patronage which has made this increase possible.



DORINE GAGE
A velvet sailor, the brim being finished with a graduated quill edging, makes a very unique and original creation.

A beautiful hemstitched bag especially adapted to the needs of the Red Cross worker.



CAMILLA GAGE
A plain soft velvet turban falling into a fascinating tam effect. The two jet ornaments caught with the grosgrain ribbon complete the trim.

Gage Brothers & Co.

Chicago New York Paris



An original GAGE model with soft crown, correct in line and adapted for early Fall.

The hat is of Navy velvet faced with White Georgette crepe.

The brim is a hand-made conventional fruit design, also of Georgette crepe

Medium size black velvet sailor effect, featuring the large crown in unusual and original lines. The four ornaments are made of black gros-grain ribbon. This model embodies the newest Parisian ideas.



"Afterwards First"

The logical following of the principle concealed in this awkward appearing phrase is responsible for the present popularity of Gage Hats.

To us it means that our success is limited only by our ability to contribute to your success. It is the afterwards first that counts in the long run.

Gage Brothers & Co.

CHICAGO NEW YORK PARIS



Small black velvet hat rolled up on side. Ridge on edge of brim lines with black Taffeta —Two pair black wings on side.

Large black velvet hat—biege crepe strip interlaced around edge of brim and crown. Finished with a biege colored wing flat on brim.



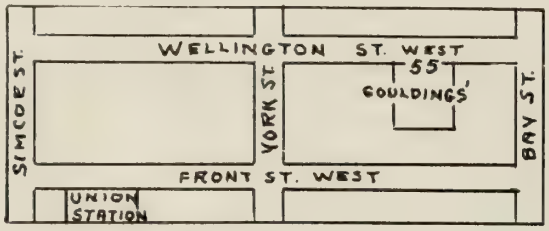
G. GOULDING & SONS

Wholesale Millinery House

INVITE YOU

to visit and inspect the finest range of Newest Creations in Millinery, as well as an exceptionally well assorted stock of Velvets, Silks, Ribbons, Laces, Etc.

Within Easy Reach of the Union Station



You are Assured of a Cordial Welcome

If you are going to be in Toronto during July or August, or during the Canadian National Exhibition, we would esteem it a pleasure if you would call and examine our goods. The showrooms are hardly two blocks from the Union Station (see diagram).

Drop in and see us.

G. GOULDING & SONS

55 Wellington Street West, Toronto

MONTREAL OTTAWA WINNIPEG

TO THE MILLINERS

Our New Fall Line of

Hatters Plush and Lyons Velvet

IS NOW READY.

LATEST PARIS AND NEW YORK MODELS.

We Solicit an Inspection.

Don't forget, We reblock felts and guarantee satisfaction.

The Imperial Hat Mfg. Company

Factory: 254-256 Lemoine St. **Showroom and Office:** 256 Lemoine Street

MONTREAL

L. N. PANNETON, Proprietor



More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited

Dept. M, 143-153 University Avenue, Toronto, Can.

Fiskhats *Fisk Millinery*

The Standard of Style and Quality

Millinery Dealers and Buyers

who are unable to visit our Chicago house are cordially invited to inspect our Fall Displays in our Branch Sales rooms, convenient for the Canadian trade:

NEW YORK
411 Fifth Ave.
(Opens July 9th)

CLEVELAND
Statler Hotel
(Opens Aug. 6th)

D. B. FISK & COMPANY
Creators of Correct Millinery
225 North Wabash Avenue
CHICAGO

ADVANCES COMING ON OPENING SPRING PRICES

Raw Cotton Continued to Climb After Prices Were Out — Must Accept Deliveries Earlier—140 Per Cent. Increase in Some Underwear Since War Began.

FURTHER quotations on Spring 1918 lines of knitted goods do not tend to lower the impression given in last issue of DRY GOODS REVIEW as to the heavy increases that are going into effect. They run anywhere from 40 to 70 per cent. Here are a few typical comparisons on some lines of Summer underwear that are being shown by one manufacturer's agent:

Line	1917	1918	Increase
Balbriggan	$3.25	$3.50	69%
" Combin.	6.50	11.00	69%
Mercer. (white)	6.75	11.00	63%
Merino	4.50	7.35	64%

All of these run over 60 per cent. of an advance and two are close to seventy.

"Our whole list is on the same basis as these samples," was the cheerful information vouchsafed by the same agent of the mills.

More Than Doubled in Two Years

To understand the full extent of this increase it is necessary to look at the price that was charged for these lines before the increase in raw cotton and wages acted together two years or so ago. The $3.25 line originally sold at $2.25, making an advance of 44 per cent. one year ago, so that the total increase for the two seasons works out at over 140 per cent.

A buyer figures out the average advance on prices over a year ago as 50 per cent. from the lines he has seen so far.

Holding Back Quotations

The mill whose quotations are given above is an exception to the rule that the most of them have decided to hold back the opening of the new prices until on in July. This as a matter of fact was the usual practice until two or three years ago when they started giving Spring prices early in June. The raw market is so uncertain, however, as is the element of labor, that many will delay as long as they can. This is the decision of a number of the mills in the United States.

As readers of DRY GOODS REVIEW are aware, mills were forced at the end of 1916 to limit the size of the order they would accept from the jobber and the retailer, as their output would be curtailed by conditions, and the demand they know would be tremendous from those who felt it was only wise to stock up in view of the almost certain further advances that were to come. The same condition will be met with for next Spring, so far, however, there does not seem much indication that this quantity will be less than last year, as several of the mills have increased their facilities by adding machinery so that this will compensate for any losses of labor.

Must Accept Early Deliveries

Not only, however, will labor operate in this way to prevent the mills working to capacity, but they are not willing to accept orders for delivery at the regular season, that is next December, January, February and March. The price risk is too great, and if orders are large, the regular conditions of late delivery are too serious to be entertained. The mills do not want to stock up with cotton at the extensively high prices that are being asked at present and carry it for months, and in addition, cancellations are feared from the retailer if he loads up and later finds that the high prices are going to operate against disposing of all he bought.

June Orders in October

"Ordinarily we could get the mills to accept orders in June for goods to be delivered in December and up to February, but we have heard from some stating that they will not accept orders except for delivery a few months ahead, and that June orders must be delivered early in the Fall, and that orders for the later delivery must wait until September or October before there will be acceptance," said a well known representative of several mills to DRY GOODS REVIEW. In other words, the manufacturer will force the wholesale and the retailer to bear some of the cost of holding high-priced stock over the months that intervene before the consumer pays for the goods.

A United States manufacturer wrote a Canadian representative noting that he had accepted orders for Spring goods with delivery in December and warned him that it

NOVEL TRIMMING.



Saxe blue and canary make up the color scheme of this new sweater coat. Narrow stripes in the knitting show through the brushed wool. Three-way collar, buttoned belt, and covered buttons are further features which will appeal to consumers. Made by Knit to Fit.

must be October. Even at present high opening prices the mills as a rule insist on every order being confirmed at the mill before it is accepted, in quantity as well as price. This is not unprecedented, and was the standing order of a few mills months ago, but is very unusual with opening prices. It is probable that with the raw market in the condition it is at present that this will be an almost universal practice.

Will Lose If Cotton Holds

A manufacturer of underwear writes that if raw cotton keeps at the 25 or 26 cent mark, as it was at the time of writing, he would lose on every garment that he had sold so far for next Spring, Some manufacturers are looking for it to go as high as 30 and even 40 cents. If so, no one living is in a position to predict the height to which prices will soar.

Some of the causes underlying the excessively high prices for next Spring will be familiar to the merchant; some of them, especially the exact rise in raw cotton, may not unless he has been following the subject closely.

In the early stages of the war with the European markets cut off to a great extent raw cotton was on the sliding scale and went down to just above 7 cents a pound. That was a little over two years ago. Late in the Fall of 1915 it began going up a little and by the Spring of 1916, one year ago, it was slightly over 12 cents. To-day it is around the 25 cent mark and has been 25½.

From 7 cents to 25 cents

Figure this out. The prices for last Spring were worked out on the basis of an increase in the price of cotton of some four cents a pound, with advances in labor working also to a certain extent. For next Spring the advance in raw cotton on which present prices must be made is not another four cents merely on the top of last year's rise, but a total of 12 cents over the price of a year ago, or the advance covering the prices for Spring 1918 is three times as much as the advance that confronted the manufacturers one year ago. To this must be added a far greater increase in labor than one year ago, and practically everything else. What wonder then at the prices that are being asked?

Wages Up Up, Production Falls

Here is how the labor problem is working out as one representative of a mill described it to DRY GOODS REVIEW:

"There are cases where the operators in the mills that received $15 a week before the war are receiving regularly $30 a week now and have gone up as high as $39 on overtime. Taking the average girl who turned out 100 dozen and received $10 a week. We increased her wages thinking that she would make $12 or so and would turn out the same amount, 100 dozen. As a matter of fact. our experience in a number of cases was that the girls were content to earn the same amount as before and were turning out only 80 dozen. The production dropped, so we had to change the system and try what offering premiums would do, and find that this has succeeded pretty well."



WOOL SETS IN BIG DEMAND

Nothing is softer or prettier than this white Angora set with its two-tone Nile green stripes and fringe and its two styles of cap. It is really a matter of concern which cap is the more becoming. Made by The Regent Knitting Co.

Will Cut Down Buying

Every one in the wholesale trade realizes that the high prices will cut down the buying materially for the retailer cannot afford to stock up and pay for goods, especially as the delivery, and consequently the payment, is set farther in advance of his own selling season. So he will order for two or three months where in the past he has been accustomed to cover his requirements for six months at a time and eight or ten, as has been the case with those who stocked up a year ago or more, both in the Summer and the Winter lines.

Many Retailers Stocked Up

The buying will be lighter for another reason; it is known that a great number of the retailers are stocked up pretty well for a year ahead both in the lightweight and heavier goods. This will make it easier for the mills to fill the orders than a year ago, and for the retailer who orders later to get the goods, as he could not do in a great many cases this past year.

Prices Will Go Higher

But the disadvantage in delay will be that the price will be jumped with the first considerable advance in the price or raw cotton, for the most of the mills are not covered and will not take the risk to cover in the raw markets with the doubt that will exist as to the amount that will be taken by the trade this year.

A BUYYER'S VIEW

THE MANAGER of the hosiery and underwear department in one of Montreal's best known wholesales remarked to DRY GOODS REVIEW that this Fall's prices show a bigger increase than has occurred at any previous season. "Nevertheless," he said, "stocks are all in demand. Prices cannot go down so long as supplies are so short, nor on the other hand can they go very much higher. The present state of affairs shows that orders will not come so thick and fast at such high prices and that will tend to prevent very great further increases. The duration of the war will, of course affect the future as it has the past."

SWEATER COATS

AN ARTICLE on sweater coats, and other knitted silk lines appears in the Ready-to-Wear Department.



ATLANTIC
UNDERWEAR

Guaranteed Absolutely Unshrinkable

Every Garment Absolutely Right

Strict and intelligent supervision in our mills gives you the assurance that every garment bearing the "Atlantic" mark is O.K. in size, material and workmanship.

Pass this surety of comfort and service on to your customers this Fall. It will bring repeat business.

E. H. Walsh & Company, Toronto, Ont.

Selling Agents for Quebec, Ontario and Western Canada

ATLANTIC UNDERWEAR COMPANY, LIMITED, MONCTON N.B.

MIDDLESEX MILLS LIMITED

WEAVERS - DYERS - BLEACHERS - FINISHERS



COLORS EVER BRILLIANT — FINISH EVERLASTING — THERE'S A REASON!

IT'S IN THE WATER

MADE IN CANADA—ENGLISH & FRENCH METHODS

ALBERT MITCHELL, PHONE 4372, President — A. N. LYSTER, Treasurer — G. E. TEMPLETON, PHONE 5986, Superintendent

Middlesex Dyed Fabrics

HAVE THESE ADVANTAGES

Serges
Broad-cloths
Unions
Poplins
Gabardines
Voiles
Crepes
Etc.

More fullness to the hand
Incomparable in workmanship
Durable colors that won't rub
Developed after months of patience with the
Latest machinery and an
Equipment for finishing, guaranteeing a
Superiority and permanency of finish which
Eliminates the after *"Sponged" Troubles* so
Xasperating to the trade.

Yarns
Hosiery
Velvets
Straw-braid
Silk
Cotton
Wool or
Fibre.

We make these claims knowing that you can prove them true for yourself.

ALL MERCHANDISE FULLY COVERED BY INSURANCE WHILE IN OUR POSSESSION.

MIDDLESEX MILLS LIMITED

LONDON - CANADA

HERBERT PARKER, SELLING AGENT — 32 FRONT ST. W., TORONTO

Capturing the Men's Hosiery Trade

You cannot afford to overlook the opportunity there is for cashing in on the trade of the men in your community. With good, reliable brands of hosiery such as Marathon and Pedestrian you will gain a reputation for selling quality hosiery and make many new customers.

Marathon Hosiery

This is a hosiery of very high quality and gives splendid service. It has three-ply heels and toes. A big value, low-priced half hose for men. Obtainable in 1 dozen boxes. Black, tan and popular colors.

Pedestrian Hosiery

This is a little better half hose than Marathon. It is made of two-ply soft lisle yarn in black, tan and other popular colors. Sold in boxes of one dozen.

Get your full share of hosiery profits by carrying these good quality lines. Put in a stock at once.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Ltd., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE MARK.

SUNSHINE HOSIERY REGISTERED

CIRCLE-BAR HOSIERY HAS NO UNSIGHTLY SEAMS, AND FITS WITHOUT WRINKLING

Circle-Bar Hosiery

for SPRING, 1918

CIRCLE BAR Registered

For Men



In Cashmere, Silk, Cotton

Women



In Cashmere, Silk, Cotton

Children



In Cashmere, Mercerized, Cotton

Our Representatives will have, by August 1st, our new samples for Spring, 1918, and start out over their territories.

We believe you owe it to yourself and customers to inspect our samples. Prices will be high, but our hosiery is good and will sell, and when next Spring comes prices are likely to be higher. We admit that we have been behind with deliveries for this season. We could give a dozen sound reasons for this, but you are not interested in causes, it is results you are looking for, and we state here that we are adding equipment which when installed will increase our production forty per cent. thereby enabling us to catch up with our orders, and give more prompt deliveries.

Hoping to be favored with your order.

The CIRCLE-BAR KNITTING CO., LIMITED KINCARDINE ONT.

"This is the *New* Mercury Hose, Madam"

"See what a fine, closely knitted, firm fabric it is, and how beautifully finished."

"Why, Miss Clerk, it's as fine as those imported lines you used to stock, and you say that

Mercury Hosiery

is made in Canada?"

"Yes, madam, but that's not all"—

"Look at the fashioning at the *sides* of the hosiery. Mercury is the only domestic hosiery made that way. It makes the ankle narrower and fits without a wrinkle. You're feet and limbs will never be irritated or made unsightly by this Mercury fashioned seamless hosiery."

"I'll take a couple of pair and try them. I'm tired of wearing the unsightly and uncomfortable ordinary hosiery."



Dealers will find that this new Mercury Fashioned Hosiery, knitted on our new "Nature's Last" machines, will be a fast seller. Women will want it the minute your clerks show its exclusive features to them.

Send us a trial order. You'll quickly repeat.

Black Cashmere, Black Lisle, White Lisle.

Mercury Mills, Limited, Hamilton, Canada

Also Makers of Men's High Grade Hosiery and Underwear for Men, Women and Children.

Thirty-Seven Years Ago

The Kingston Hosiery Co. was first established, and it speaks volumes for the quality of the underwear we manufacture that to-day, at the Celebration of Canada's Semi-Centennial, our firm is everywhere recognized as the home of reliable customer-pleasing underwear.

We manufacture Balbriggan, Wool, Worsted and Fleece in both two-piece and union suits; also Wool Half-Hose. Some of our Balbriggan and Wool and Worsted lines have held the public confidence for fully thirty-five years.

Build bigger underwear sales with a stock of these quality lines. A first sale makes a steady customer.

TRADE  MARK

Imperial

Kingston Hosiery Company

Kingston, Ontario

Fancy Knit Goods

Always Something New

Pullovers Mittens
Link and Link Goods
Toques Sweaters
Knit Skirts Bootees
Hoods Sacques

You are cordially invited to inspect our line when in New York.

Louis Schlesinger & Co.
117 EAST 24th STREET NEW YORK

Every Day Is Pay Day

THAT'S right—every day you work **our plan**, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you **are** and are willing to exchange **your spare time**, representing our publications, **we will** show you how that same spare time, properly used, **will produce** for you as much **cash** as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

The MacLean Publishing Co.
LIMITED
143-153 University Avenue, Toronto, Ont.

AN INCREASED INCOME

WE are in need of a representative in your district to look after our subscription business for MacLean's and The Farmer's Magazines. We will pay good money to the man who can produce the right kind of results. The position is one that carries with it a good salary for a man who has energy, enthusiasm and abilities. Just what this salary amounts to depends on how much time is devoted to the work.

ONE of our Toronto representatives during the week of March 13th cleared $20.00 in cash. He averaged four hours a day for four days; you can do as well after becoming acquainted with the plan. For full particulars write us a line and let us tell you how hundreds of representatives are turning their spare time into money. No obligation, just say "Show me how I may increase my present income."

THE MACLEAN PUBLISHING CO., LIMITED
143-153 University Ave. TORONTO, Canada

CLIFT & GOODRICH

80-82 Leonard Street, New York

53 MILLS

Knit Underwear
Nainsook Underwear
Sweater Coats
Bathing Suits

Spring, 1918, Line Now Ready

Toronto Office: 33 Melinda Street. Mr. R. Reade Davis, Representative.

Peerless REGISTERED

UNDERWEAR

MADE-IN-CANADA

In the manufacture of "Peerless" Underwear a little more care is taken than is absolutely necessary. This extra care gives an extra advantage in wear, and in the comfort and pleasure of the wearer. "Peerless" Underwear will give your women customers another good reason for dealing with you.
Have you seen what we have to offer for Fall?

ORDER NOW FOR PROMPT DELIVERY

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. Mackay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 407 Hammond Block, Winnipeg; Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.



The Peerless Underwear Co., Limited
Hamilton, Ont., Canada

LITTLE COMFORT ABC TRADE MARK HOSE

The Standard for Good Qualities

ABC HOSIERY

Elastic Knit—
Retains its fit

The perfect fit that so commends A.B.C. Hose to your customers is due to the fact that these are the most elastic knitted hose on the market. For this same reason fit and softness are retained until the hose is worn out. Every pair bears the A.B.C. Trade-Mark.

Selling Agents:
R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario

"Craftana"
Registered No. 262,0



THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Wear 'Twixwol' Underwear and you wear Pure Wool next you!

TWIXWOL
REG^D TRADE MARK
UNSHRINKABLE.

A New Health Fabric
INTERWOVEN AND LINED WITH
Pure Soft Wool

Better than Wool. :: *Cheaper than Wool.*

Made in all Undergarments for Ladies, Gentlemen and Children by

The Ashford Underwear Co.
Birling Road :: Ashford, Kent, England

MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY



The first duty of the Retail Store is to satisfy its customers

Give the people of your community quality and serviceability in their merchandise at a fair price, and you will cement their friendship to your store, because quality guarantees service, and service in the final analysis is the secret of satisfaction for the consumer.

The quality of Hosiery to-day is regarded more important by your customers than ever before. Why? Because most manufacturers to-day, particularly those who do not **trade-mark** their products, are forgetting quality for price. With "MONARCH-KNIT HOSIERY" in stock, the quality problem disappears. Remember, the service an article gives creates an impression that remains long after the price is forgotten. Build up your future Hosiery business with "Monarch-Knit," **a trade-marked line** with an undoubted reputation behind it.

THE MONARCH KNITTING COMPANY, LIMITED

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Fancy Knitted Goods, Hosiery, etc.

DUNNVILLE - CANADA

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.



MADE IN *CANADA*

Silk and Woollen Sweaters Hosiery Fancy Knit Goods and Hand Knitting Yarns

"Trade Marked Lines of Quality First"

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

A manufacturer's reputation is at stake every time he puts his trade mark on a product of his factory. To uphold that reputation it is necessary that he maintain that standard of quality which by former purchases the customer has learned to expect. Should the manufacturer vary from the standard qualifications the value of his trade mark immediately decreases.

Our whole organization is constantly endeavoring to maintain the high standard of quality and workmanship for which "MONARCH-KNIT" is known. From the time the raw materials are purchased to the time they reach your store in the finished product, every possible care is taken to see that the undoubted reputation of our trade mark still holds good.

By selling nothing but trade marked goods you protect both yourself and your customer.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knitted Goods, Hosiery, Hand Knitting Yarn, etc.

Dunnville - - Canada

Fine Quality Hosiery Plus Reputation



MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

The Canadian public know the name. For years they have bought their sweaters by this brand and recognize the face value of the *"Monarch-Knit"* trade-mark on knitted goods as a guarantee of quality. They are learning that *"Monarch-Knit"* now applies to *fine quality hosiery* through advertisements appearing in leading magazines and periodicals. Every pair of "Monarch-Knit" hose bears the trade-mark. It is the constant reminder that the quality is being maintained. The matter of service to your customers is never in doubt, and the future of your hosiery department is safe with "Monarch-Knit," a trade-marked line with an established reputation for quality behind it.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.
Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, Etc.

Dunnville, Canada

HOUSEFURNISHINGS

MARKET GOSSIP

Carpets From Britain May be Cut Off—Cretonnes and Chintzes Up—Higher Oilcloth Prices

AN importer of carpets in speaking to DRY GOODS REVIEW stated that his information from Great Britain was that there might be a considerable difficulty in securing carpets from now on.

"Carpets, they tell us, are regarded as non-essentials and the mills are afraid that labor will be taken away from them on the ground that they can be employed better elsewhere. Just now they must show bona fide orders from the colonies before they are allowed to use up raw material. In order to keep up the export trade and have money coming into the country, preference is given in many cases to export orders that are received by the British mills over those required for the domestic trade."

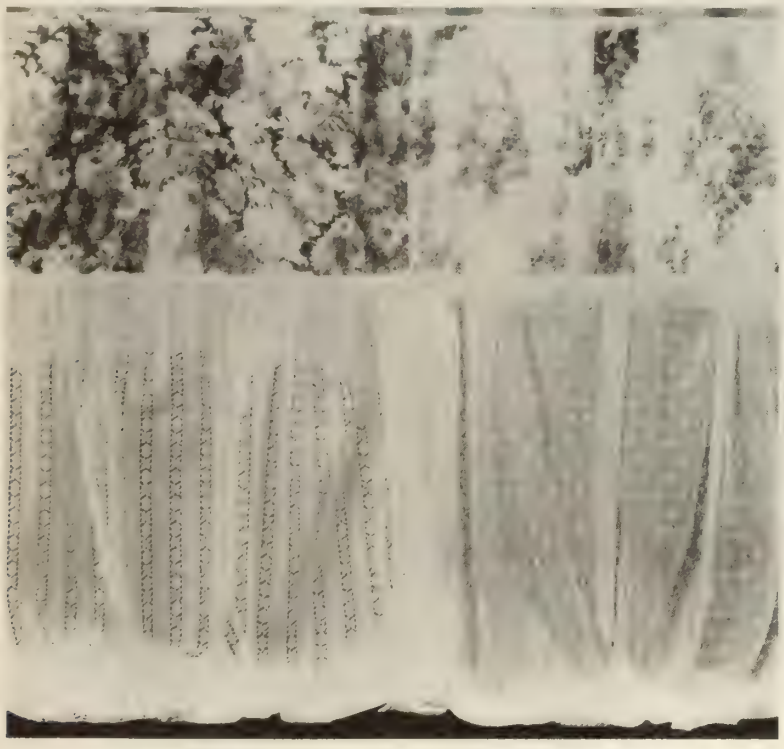
An importer of laces stated that all his Spring orders had been accepted but that there will be an advance of 25 per cent. over a year ago. He explained the acceptance of the order by the fact that female labor is used by the mills in the light work, but in carpet mills the heavier material require more men than women.

"There is no doubt that we will be receiving full delivery from Nottingham for next Spring," he declared.

Cretonnes and Chintzes Up.

Cretonnes and chintzes will show an advance of about 25 per cent. for next Spring. Ordering is now taking place on prices of last January, but word has been received that an advance was going into effect shortly on goods for Spring, 1918. The difficulty here, of course, is the raw cotton market and if this continues to advance these goods and all other cotton goods will go up with them.

From word received from British firms all orders on oilcloths that were not already in the factory at the time the advance went into effect in June will be subject to the June prices, even if there is evidence they were mailed before the notice of the advance was made. In the case of the Dominion mills, unfilled orders are being treated in the same way, even though they were in the office.



POPULAR WINDOW TRIMMINGS

Upper left: Aster and daisy chintz; upper right: Floral design on pale grey stripe ground. Below: Small patterns favored for nets. From Daly & Morin, Lachine, Que.

Window Shades Very High.

The head of a wholesale department informed DRY GOODS REVIEW that the advance in oilcloth had not been taken advantage of by the wholesalers and the present prices would be in effect as they had been until the travelers went out about the first of September to take orders for Spring goods.

Window blinds are getting to run to all prices and at present it is almost impossible to get quotations. The fact is that nothing is known as to what Spring prices will be.

DRAPERIES

Business Promises to be Good for Fall at High Level of Prices—Novelties in Chintzes and Marquisette

The big orders which buyers placed a year ago, when prices advanced so quickly have been curtailed somewhat during the past couple of months, but so far this has not interfered with activities for factories are still working on the earlier orders. While orders being placed at present are not so large as they were, they are coming in steadily and the continued prosperity of wage-earners calls still for comparatively high grades of goods. This state of comfort has made considerable room for novelties also, and the most successful firms are continually on the alert for fresh ideas to gratify the interest in house decorations, which is new to many people.

Demand Good, But Deliveries Uncertain

The prospects for Fall are that business will continue good at a high level for prices and qualities. Shipping difficulties, shortage of raw materials and labor are still very acute, so that deliveries are pretty generally accepted at any time possible. Many of the largest wholesalers think that the demand for good goods will remain strong as long as the war lasts. As to the period of readjustment afterwards we can have little certainty at present.

Chintz Sells in all Designs

Chintzes in wood colorings continue to sell well, but there is very little of real novelty in the patterns. The range is, of course, very large, and everything sells. One firm finds black and white grounds selling scarcely at all. In fact, one house reports the black and white as well as all black grounds to be scarcely moving for Fall. Another house, however, states that more striking black effects than ever

are appearing, and really nothing is out of fashion in chintz. One firm finds the black grounds selling especially well in Western towns, which did not take them up at first. White and ivory grounds seem, however, to be the big leaders. In both chintzes and tapestries, Chinese pagodas and the Chinese dragon appear frequently. Bird designs, too, are quite as fashionable as they ever were.

Velvet Novelty

An attractive novelty shown in Montreal is a light weight cotton velvet of fine, soft, short pile, printed in wood colors in verdure designs. A range of chintzes is done in the same patterns and colors. The two might be utilized for different articles with very good effect.

Fine bungalow nets and scrims sell well in small check and stripe patterns and the range of these offered in all the leading wholesale is very attractive.

Tapestry printed marquisettes are still active, and the variety in design is larger than ever.

Colored Madras Active

A comparative drapery that is creating a good deal of interest is the two and three-tone Madras. Green or bronze motifs are shown on black or white grounds and with touches of a bright color like rose, gold, etc. White Madras with dainty touches of pastel colors are especially adapted for a pretty boudoir or bedroom, which is "dressed" with a color scheme. Window panels made up of marquisette or scrim, with inset motifs of filet and embroidery and borders of torchon lace and insertion, are very elaborate and especially attractive to exclusive trade.

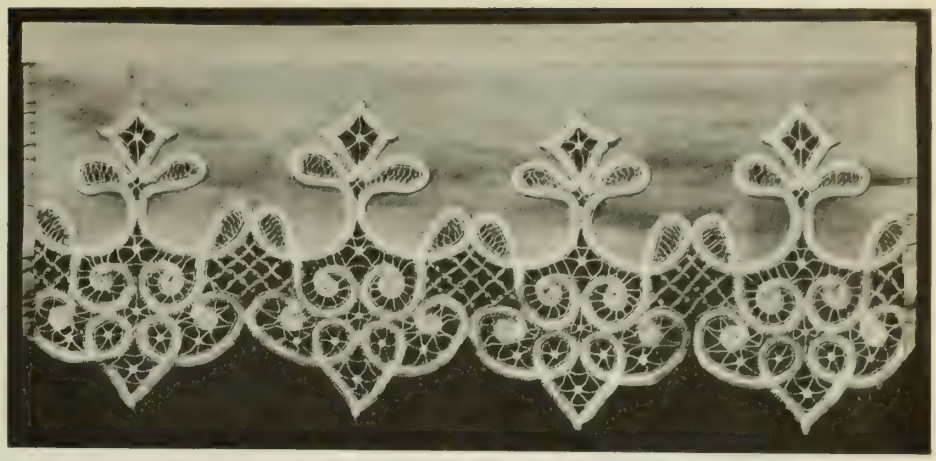
For inexpensive requirements an old idea has been revived and is taking well. It shows a lambrican effect woven in one piece with a pair of small-sized lace curtains.

New Adaptation of Color

The scrim curtains with colored printed or stencilled patterns are quite out of the running now, but new trims are shown with chintz motifs—a large rose, for instance—appliqued to the ivory scrim and of a color to harmonize with the other room decorations. These appliques are not in borders, but merely add a touch of color to the corner or lambrican or any other effective spot which one might desire.

A Montreal firm shows other attractive ornamentations on ivory voile curtains in the way of silk embroidered corner designs, Swiss applique and mercerized tambour appliques. Tambour effects are quite a feature with this house. They show neat little trailing designs at one hem instead of hemstitching, and in more elaborate curtains there are intricate tamboured patterns combined with lacey appliqued motifs. These are developed in borders as well as corners. Piece goods, too, are to be had with tamboured and double hemstitched borders. and with lace insertion as well.

Charming little bedroom curtains are to be had of plain tinted marquisette with white borders, and also white with the borders colored.



ATTRACTIVE SHADE.

New Window Shades are finished with an attractive design of lace or insertion. This one is from Geo. H. Hees, Son & Co., Ltd.

A novelty is under way which will no doubt prove interesting for either living room or bedroom window trims. It is a combination of casement curtain and valance to match. A range of this will be out early in August.

Tapestries of the better class are still in demand for furniture. Very attractive designs are to be had in verdure fruit and fancy French stripe effects, in which rose, mulberry, blues, browns and greens figure prominently.

One large wholesale finds that during the past couple of seasons buyers and consumers have been devoting so much attention to the draperies and curtains of a room that they have neglected what is really beautiful in window shades. A line which was trimmed with lace, attractive, and more or less elaborate, and was made in Belgium during its happier days, is now being reproduced in Japan, and will be on the market very shortly. A few attractions of this sort featured by wholesalers ought to revive interest in window shades in the Fall transactions.

HOW TO ESTIMATE YOUR WALLPAPER NEEDS

	Height of Ceiling							
	7 ft.	8 ft.	9 ft.	10 ft.	12 ft.	14 ft.	Yards	Rolls
Size of Room	Rolls	Rolls	Rolls	Rolls	Rolls	Rolls	Border	Ceiling
8x12 or 10x10	9	10	11	13	15	18	15	4
8x14 or 10x12	10	11	12	14	16	19	16	4
12x12 or 10x14	11	12	14	15	18	20	18	6
12x14 or 10x16	12	13	15	16	19	22	19	6
12x16 or 14x14	13	14	16	17	21	24	20	8
14x16 or 12x18	14	15	17	19	22	26	22	8
16x16 or 14x18	15	16	18	20	24	28	23	10

Deduct one single roll of sidewall for every two ordinary sized openings. The amount of border or ceiling is correct as indicated on the table.

From July issue, Dry Goods Review.





Toronto Sample Room:
52 Bay Street



Montreal Warehouse:
93 St. Peter Street

See our salesman

Our Fall and Spring line will soon be on the way. Our salesmen are now getting everything ready so that they will show you the very best in Window Shades and Upholstery goods. You will be interested to know that in spite of adverse market conditions, we will be able to fill all orders for Window Shades, Tapestry Goods, Scrim Curtains and Piece Goods at reasonable prices and with dispatch. Fortunately we are also well placed in Cretonnes, Nets, Muslins, etc., consequently our prices will be very favorable.

Our Salesmen cover the Dominion from coast to coast. One of them is sure to call upon you, and we bespeak for him a courteous reception. If you will write us we will be pleased to advise you when he will call.

"IF IT IS FOR THE WINDOW WE HAVE IT"

Geo. H. Hees, Son & Company, Limited

Factories:
Davenport Road,
Pears Avenue and
Bedford Road,
Toronto

Head Office: 52 Bay Street
TORONTO

Branches:
Montreal, Winnipeg,
Quebec, Vancouver,
Ottawa,
Manchester, England.

Manufacturers of

WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS
WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

Galt TOWELS

Sold direct from Factory to Dealer

Every One a Reputation Builder

The Quality shows where it counts the most—in your customers' homes



No. 49 and No. 50 are put up a pair in a box (as shown above). There is nothing in your store that will show as good a margin and be more acceptable as a gift than a box of these towels.

We advise ordering now. ***Our capacity will be taxed***

GALT ROBE COMPANY

(Manufacturers of High-Class Turkish Towels)

GALT, ONTARIO, CANADA

GENERAL SATISFACTION!

THAT'S THE VERDICT OF THOSE WHO HAVE FEATURED OUR

Windsor Brand Scrim and Marquisette Curtains

in their departments. There's some goodness in every line, but we welcome comparison at any time, and particularly now, with our newest productions. They represent style, quality and goodness all the way through, and that's why *GENERAL SATISFACTION*.

The line includes a full range of patterns in

Real Hand Drawn Scrim Curtains

THESE ARE VERY POPULAR AND SERVICEABLE

OUR SALESMEN will be out very shortly with samples for Spring, 1918, showing with the above all our regular lines, including LACES, EMBROIDERIES, VEILINGS, PEARL BUTTONS, CURTAIN NETS, MADRAS MUSLINS, PLAIN, FANCY AND LACE EDGE SCRIMS, SHADOW CLOTHS, CRETONNES, CHINTZ, ART SATEENS, etc.

SERVICE—We aim to serve you well, and wish to merit your continued increased business which we will handle to your advantage with every facility at our disposal.

PRIME & RANKIN, LIMITED

TORONTO, CANADA *and at* NOTTINGHAM, ENGLAND

J. B. Henderson & Co., Ltd.

439 King St. W., Cor. Spadina, Toronto

Selling Agents.

IN STOCK:

Madras	Shadow Taffetas
Muslins	Marquisettes
Nets	Repps
Velours	Novelty Curtains

If you require printed Cretonnes and Repps, it will pay you to look over our range. Big Values.

Visit, write, or phone A. 2220.

Mail Orders Solicited

We specialize in draperies for particular people



ACME

Dot Embossed Box Strapping

Lacquered to prevent rusting, and the surface is embossed to prevent nails from slipping.

In coils of 300 feet, 20 coils to a case.

For prices and samples write to

Acme Steel Goods Co. of Canada
Limited
Montreal, Quebec

Say You Saw It
in
Dry Goods Review

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks,* working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

DRESS ACCESSORIES

NECKWEAR

Wash and Georgette Collars in Sailor and Epanlet Shapes Constitute Present Trade—Demand Settled on White—Swiss Goods Interesting

NECKWEAR is rather quiet so far as the bringing out of novelties is concerned. Nothing really new has appeared since ginghams and jabots made their appearance. These, however, are not the only lines selling—far from it, in fact. Pique, crash, Georgette, white and sports silks, voile and organdy are all selling well and in sailor and epaulet shapes chiefly. These seem to be giving good satisfaction to the public and little really new is expected within the next two or three weeks.

Vests have been selling well. The newest are of gingham bound with white and have a small sloping pocket. These are expected to be especially good in the Fall with both sport and tailored suits. Vests whether of gingham, crash, pique or poplin, and high collars with jabots are the two items which are designated particularly as good Fall possibilities. Almost all neckwear houses are banking on a quite lively continuance of the flat collars also. These will be preferred to stock collars for indoor wear. Even in New York where military styles have a little more prominence than in Canada, and where the close fitting collar is banked on firmly for Fall, the many styles of flat open collar are receivingv a great deal of attention by manufacturers. They are endeavoring to keep the variety interesting to the public for another winter, and indeed the public demands it. With the jabot lace collars, white cuffs having long points are smart.

Filet in Organdie and Net

So far as Swiss goods are concerned they must necessarily be less extreme than the novelties supplied within our own borders. The beautiful organdies, embroidery and laces coming from there always sell of course because of the real beauty of the workmanship. Some of the newest arrivals show smart deep sailor and wide round collars, some shawl and neat roll effects. Insets of filet are shown on many and are extremely dainty. Fine net models with embroidery and filet are very attractive also. One importation has butterflies with wings of lace which are free to flap.

The strong white season at present in ready-to-wear and millinery goods has extended to neckwear also. In all fabrics white is finding biggest favor at present. Even gingham is best when combined with white.

A collar which is considered smart in London is a deep sailor shape of white pique elaborately trimmed across the back with Roumanian embroidery. There is a long tassel in similar colors at either corner.

Novel Wristlets

Another dainty London novelty is a wristlet worn with flowing or short sleeves and made of same fabric as the sleeve. It is softly crushed and caught with a buckle like a tiny crush girdle.

New Line in New York

A New York firm is showing a big range of narrow flat collars of white organdie or white with pale colors. One has soutache rat-tail trimmings which is looked upon as a good Fall possibility. These narrow collars are being worn at present by the "Summer Girls."

UMBRELLAS

Carrier Handles Remain Popular—Dark Colors Will be Used in Keeping Off Fall Showers

NOVELTIES are on the way in some handles for the Fall umbrella trade. The attachments for carrying umbrellas have proven so practical that new types of these carriers are about the only spot for novelty to find a place. Fall types show two sizes of metal ring handle. One is the thumb size and the other slips over the hand. Then there are metal chains too which slip over the hand. Trimmings on the handle proper of bacolite, pearl and silver are shown is new designs also. One model



MARABOU FOR EARLY FALL

The close-fitting high collar with ostrich fringe is the feature of this smart white marabou neckpiece. From The Dominion Ostrich Feather Co.

has a knob of pearl tipped with silver. Combinations of black and white pearl and of bacolite in colors with pearl or silver are also new.

Handles vary in width from 7 to 10 inches. The shorter handles seem to be a little more suitable with the slip-over carriers than the long styles, though the latter have a more graceful appearance.

Colors in rain umbrellas are considered a good line for Fall. Navy, Paddy, Purple and Burgundy will all be seen when the Fall rains descend. Otherwise the fashions of covers will be largely staple.

RIBBONS

Two-inch Faille Ribbons for Fall—Black and White Active—Gold, Chartreuse, Taupe and Brown for Fall

NOW that orders have commenced to come in for Fall ribbons, the tendency of demand is becoming a little more concentrated. The indications for Fall are that grosgrain ribbons and two-inch widths will be the outstanding features of the trade. Narrow widths are selling again but two-inch widths have developed into popularity in Millinery circles. Six-inch widths and wider find their way into a few of the dressy hats but ribbon firms feel that these widths are being pushed by people who have large stocks on hand. The fact however, that the popular widths for next fall are about double the width of those used last year is looked upon by some as an indication that really wide ribbons will be a feature of millinery by another couple of seasons. Paris, too, is employing wide ribbon brocades in lieu of other trimming novelties.

Fall novelty ribbons in both narrows and wides adhere very largely to fancy, Roman, and broken stripes in lively colorings.

The usual run of fancy ribbons for bags and Christmas articles is anticipated.

Leading Fall Colors

The fashionable shades for Fall seem now to be gold and chartreuse orders, taupe and brown. Others are selling in good quantities but these have the lead at present.

Early last spring there was some indication of ribbon girdles and trimmings of ribbon being featured by manufacturers but the fact that repeat orders for those ribbons were not forthcoming leaves the bulk of the ribbon trade in the hands of milliners.

Black and White

In Montreal black velvet ribbons had quite a good run for the summer trade but Toronto houses find that the fashion for made-up hat bands for Panama hats has usurped the use of velvet ribbon for that purpose. So that even though Panamas are selling in big numbers at present velvet ribbons are not as active as was anticipated here. Activity is noticeable in black and in white faille ribbons however. These are being used on many types of hat. One buyer remarked to DRY GOODS REVIEW that a few seasons ago Italian Milan hats were considered the dressy summer hat which had to be trimmed carefully and with the best the season had to offer. This year, however, these Milan hats in many cases have nothing but a band and tailored bow of black or white ribbon on them.

Montreal wholesales, too, find faille ribbons the feature of the present and anticipate it more strongly than ever for Fall.

Only Ribbon—Nothing More

Fifteen hats counted on one Toronto street car the other day were trimmed with ribbon and nothing else. Ten had narrow ribbons less than two inches wide and included plain and fancy; two had two-inch velvet and three had 4 to 6-inch grosgrain ribbon. Of the last mentioned two were all black and one was a black hat with blue ribbon. The ribbon was utilized in smart wired loops, brim pleatings and crown bands. It is not usual, of course, to see so much ribbon all at once, but the coincidence is evidence of activity in ribbons.



NEW SWISS NECKWEAR.

Dressy net collar with embroidery and filet insets. Border is of fine embroidered organdie. Imported by Westlake Bros.



NEW FALL LINES

Top to bottom: 1—Dragon fly in purple, yellow and black. 2—Dainty vine and white butterfly with flapping wings. 3—Daisies with grey embroidered border. 4—Fine Guipure lace, all white. 5—Swiss embroidery, corner and edge with dainty floral design in colors. 6—"La Rose"—flower basket with raised roses. Shown by Muser Bros. (Canada), Limited, Montreal.

VEILS

Chenille Dots and Floral Woven Patterns for Fall—Appliqued Bridal Veils—Novelties in Paris and New York

VEILINGS rather than veils are the big item in that line for Fall. Some buyers are asking still for veilings with gold thread embroidery in deep and narrow effects but sales of these are not so large as they are of the neat little chenille dot edges and the woven floral patterns. Some little cluster spots of chenille are shown and a few fine trailing all-over effects but the big demand is for plain meshes with neat fancy borders which look well whether worn flowing, close-fitting or as nose-veils.

Diagonal and hexagon meshes are favored. Filet meshes have some call. A leading veiling with one wholesale is a triple thread hexagon mesh which is very durable. Very fine nets are also liked for Fall. The Shetland washable veilisgs are selling well at present. In fact quite a run is noticeable in most

(Continued on page 129.)

GLOVE LEATHERS TAKEN FOR ARMY JERKINS

Still More Serious Shortages Occur in the English Market, and Canada May Feel Effects—Silk Gloves in Demand—Sorting Orders Retarded.

MONTREAL, July 6. (Special).—Gloves are giving increasing cause for anxiety to the manufacturers and may well be doing so also to the trade at large. The problem is one of supply. Leather resources of the world are being taxed to the very utmost. Stocks of gloves are low to the verge of depletion in England, and there is little chance of replenishment from any other country. Retailers who have supplies of gloves in fairly good range still on hand may consider themselves lucky especially if the gloves are of fine leathers because while the war lasts fine leather gloves will be getting scarcer and scarcer. This is a summary of the glove situation as it looks to men in the closest possible touch with conditions.

Weather Delays Sorting

Experience of the Canadian wholesalers has been that sorting orders in gloves have been delayed quite a deal by the lateness of the season. Silk gloves had only just begun to move with any decision as Dominion Day was reached, and then Summer trade in silk gloves began to look a good deal stronger. Owing to the unprecedented scarcity of leather for gloves, and labor also, fabric gloves—principally silk—will be well to the front for a considerable time now. During the warm weather a strong demand is expected.

Capes Very Scarce

An extraordinary scarcity of cape gloves is found in England. Reports from London say that stocks of these are today lower than they have ever been before in the history of the trade. One glove house mentions that they have in their London house at present no stock of capes, mochas, or chamois gloves and only a very few lined gloves which have not already been sold in advance.

The shortage of raw materials for the manufacture of gloves is being felt more and more. Government authorities are making large demands on the supplies of glove-making leathers.

Used for Army Jerkins

All sorts of these soft leathers are being used now for the making of jerkins for military wear. Manufacturers are faced with a demand for these leathers which has meant the commandeering of practically all their domestic sheep and lambskin supplies, and they have had to stop the splitting of skins. This order has only been in effect for about two months and the full effects of it are still to be felt as the order is effective for an indefinite period.

Half Glove-Cutters Gone

There is further in England a reduction due to military needs of over fifty per cent. of the available glove cutters. This in itself would heavily handicap the industry and reduce supply, but over and above the difficulties stated there comes a call for gloves for the soldiers during the next six months to fulfil which demand there will be required the services of practically every glove-maker in England at present. This will reduce today's small output of leather gloves by two-thirds at least, and every glove factory will probably be affected.

Soon Serious on This Side

These conditions are seriously affecting England, and reports there show that customers are glad to buy anything that can be reasonably called a glove, almost regardless of price and probable wearing quality. "It is a question of gloves first, price, finish, and quality afterwards" says one report. It is believed to be inevitable that conditions of similar serious kind will be felt over on this side of the Atlantic as the war persists. In the opinion of experts glove prices, both for fabric, leather, and silk gloves will be bound to rise. Particularly will this apply to leather gloves owing to demand for leather in the States. Prices of fine glove leathers in the United States have been stationary for some little time, with few buyers, but it is anticipated that as soon as glove manufacturers enquire for leather the market is bound again to shoot upwards.

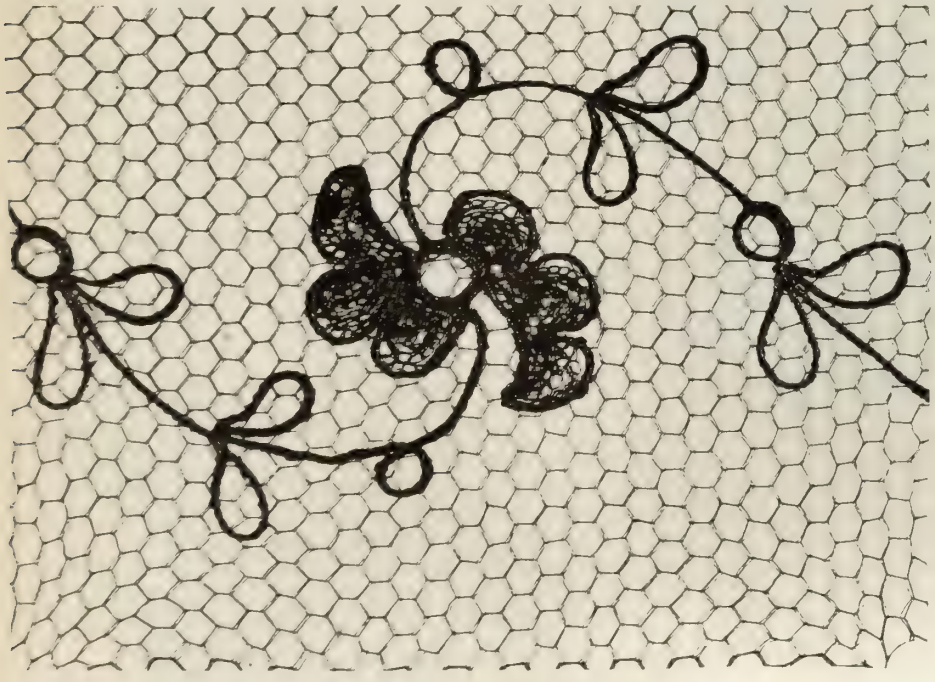
It is not generally believed that glove stocks in stores in Canada are very high at present, and manufacturers are looking forward with some anxiety to a heavy demand for the sorting trade which it will be difficult to meet.

One retail house reports that practically nothing is coming through at the present time from the English and French glove centres. Quantities of kid, lamb, and suede gloves have been available for the Canadian trade for the past two years through the London Market, but this is now practically closed to overseas markets owing to the fact that foreign gloves cannot be imported into England except in small quantities under special license.

Business Is Good in Canada

From these facts retailers will understand the value to them of any fine leather glove stocks they may be fortunate enough to have secured, and indeed all gloves are in distinctly firming market with demand likely to be quite up to normal and perhaps heavier than normal. Reports from various parts of Canada lead to the general impression that in spite of bad weather conditions business is good in gloves as it has been in other departments of trade.

Within a few weeks now travellers will be going forth with the Fall showings. These will include very few if any new lines, and the range owing to the conditions described is likely to be reduced. Still there will be gloves to sell where there is money to buy them, and gloves of good leather and fine finish also though not in lavish abundance. To look for many novelties under present conditions is hardly logical, however.



A FALL LEADER.

Triple mesh veiling; machine embroidery border with gold and black outlining. Shown by Thompson Lace & Veiling Co.

MANITOBA STORE READY FOR THE "OPENING"



A view of the Dress Accessories and section of Ready to Wear Departments of Brown's, Limited, Portage La Prairie. Note Display features.

LACES—TRIMMINGS

All Kinds of Laces Accepted for Fall—Camisole Lace in New Use—High Collars and Georgette Stimulate Demand for Certain Lines—Linen Torches Almost Absent.

"THE FRENCH Government has forbidden the use of any metal for the manufacture of such things as laces, trimmings, etc. That is a sure sign that demand for gold laces will again be strong," said a well-known lace wholesaler. "People always want what is scarce."

Laces of all kinds are pretty well established for Fall again. Short skirts draperies and youthful fashions are always desirous of laces so that narrow edgings, insertions and deep flouncings are all in demand. Many handsome pieces of wide silk laces, oriental and filet laces are shown and will be utilized with the sheer materials which are found in practically every fashionable wardrobe of whatever season now-a-days.

New Use for Camisole Lace

Narrow laces have big demand also. These are a necessity for under garments with the lacey gowns. Vals and filets are favorites for these. Camisole laces are selling well at present and are looked upon as an important item for Fall trade. Both narrow and wide styles will be good for they are being used for many more purposes than camisoles. They find their way into boudoir caps, night gowns, negligees, dressing jackets and, would you believe it! tea aprons. Some of the wide laces are used alone with ribbon trimmings for these aprons, and the narrow laces are used with the points either hanging down or set into the upper part of organdie, batiste or thin silk; with ribbon run through the beading they are very dainty.

All-over shadow laces with thread run



Bathing cap in terracotta and maize. Novelty Lace & Veiling Co.

designs are in good demand in white and ivory. One firm finds them bought up a good deal for making under slips for Georgette blouses.

Laces for Jabots

The new jabot collars have stimulated interest in silk and oriental laces of from 6 to 12 or 14-inch widths. Silk net laces with fine cotton applique edges are also used for this purpose. These laces are selling to retailers notwithstanding the fact that manufacturers are turning out the made up collars in goodly numbers.

Linen torchon laces are almost a thing of the past now. Wholesalers' stocks are either very low or entirely used up. Heavy cotton laces in similar designs are selling in their place for brassiere bands but for garments where there is less strain on the lace finer types are used.

COTTON FURNITURE!

SIMPSON'S featured a new idea in verandah furniture recently. The chairs, tables, work-baskets, etc., had foundations similar to those used in ordinary wicker furniture but replacing the rush which is practically unobtainable in this country, thick strands of colored cotton wound with black threads, were used. These strands wound tightly and close together gave the impression that the furniture was woven of "rags" similar to the rag rugs upon which it stood. The color of both was the same and the set was very attractive.

NOW MADE IN CANADA



ILLUSTRATION OF No. 00, ACTUAL SIZE

The Monarch Spring Fastener

The only spring fastener made in Canada, and is the superior of any others on the market.

Made in four sizes:

Nos. 1 0 00 000

Two colors:

Black and White.

Highly Finished. Strong Spring. Quick Action, Durable. Rust-proof.

Guaranteed satisfactory in every way.

Mounted on very showy cards of one dozen. Sell on sight. Liberal profit.

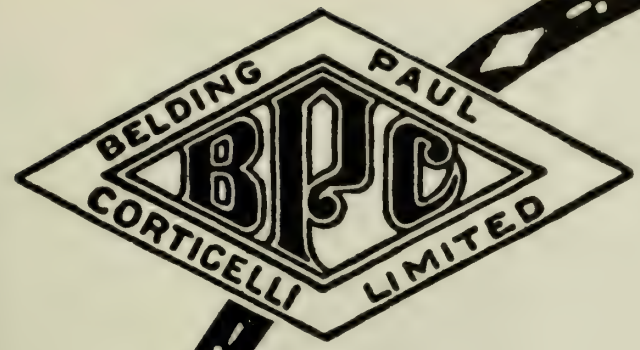
Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

TO BE HAD OF ALL LEADING WHOLESALE HOUSES.

The Colonial Fastener Co., Limited

Sole Manufacturers

500 Parthenais Street, Montreal



Ribbons

Dress Silks

Silk Threads

Braids and Tapes

Silk and Satin Linings

Mercerized Embroidery and Crochet Cottons

Needlecraft Novelties

Belding Paul Corticelli Limited

SAL' S OFFICES:

MONTREAL TORONTO WINNIPEG VANCOUVER

We manufacture Corticelli and Belding's Spool Silk. Also Ribbons, Crochet Cotton Braids, Tapes and Bindings

DENT'S
D
GLOVES

"DENT'S"

For 150 Years Before Confederation

"THE WORLD'S BEST"

THEREFORE, THEN AS NOW,

CANADA'S

LEADING GLOVE

DENT, ALLCROFT & CO.

128 BLEURY STREET MONTREAL

PHOENIX NOVELTY Co



The light that never fails

Ideas are the light and life of the woman's neckwear and novelty trade. A real good idea—one as original and exclusive as it is dainty—never fails to win the approbation of discriminating women.

The Phoenix Line has never failed in original and brilliant ideas correctly carried out. In our range for Fall, 1917, you will find some of the most novel and attractive ideas yet produced—all in accordance with the trend of fashion.

You'll buy right if you buy from the Phoenix Line.

Phoenix Novelty Company

TORONTO, ONT.

R. C. WICKWARE, PRES.

H. Y. FARR, SEC.-TREAS.



BUSINESS DEVELOPMENT

necessitated our moving to more spacious warerooms on the THIRD FLOOR of same building (Empire Building). This move will further facilitate our ability to give the trade

BETTER SERVICE

We are specialists in the following lines and able to give extra values in

LACES, EMBROIDERIES, HANDKERCHIEFS and CURTAIN GOODS

Our travellers are now on their respective territories, so when one of them calls on you don't fail to see the range.

Letter Orders will receive careful, prompt attention.

Call at our New Showrooms when on your next visit to Toronto.

The **Lace Goods Company,** Limited

64 Wellington Street West Third Floor Empire Building Toronto, Ontario

IMPORTERS AND MANUFACTURERS' AGENTS

LOGICAL

10 REASONS why you should buy the STANDARD FOUR SPRING DRESS FASTENER.



FIRST OF ALL

A GOOD ONE, MADE IN CANADA, by CANADIAN PEOPLE, and for CANADIAN TRADE.

SECOND REASON

THE STANDARD FOUR SPRING DRESS FASTENER is made from the HIGHEST GRADE of SPRING BRASS obtainable. GUARANTEED absolutely RUST-PROOF and NON-CORROSIVE.

THIRD REASON

EXTRA LARGE COUNTER SUNK thread holes, thus preventing the thread from being cut by the stud or wear of the fastener.

FOURTH REASON

Owing to the FORM of CONSTRUCTION WILL NOT SLIP while being sewn on the garment, thus saving time and misplacing of fastener on fabric or destroying same on light materials.

FIFTH REASON

HIDDEN DOME OF STUD which prevents WEARING HOLES in the fabric as other fasteners invariably do.

SIXTH REASON

Its NON-BREAKABLE, INVISIBLE, FOUR SPRING SOCKET which can go through the LAUNDRY without FEAR of the MANGLE or IRON. SPRINGS and SOCKET being constructed out of ONE PIECE OF METAL. Consequently NO DETACHABLE SPRING TO BREAK as often occurs in other dress fasteners.

SEVENTH REASON

SURROUNDING WALL OF SOCKET PREVENTS SLIPPING, the BUCKLING of the fastener or tearing or puckering of the fabric. Once sewed on it becomes permanent and part of the garment.

EIGHTH REASON

The STANDARD FOUR SPRING DRESS FASTENER is the most PRACTICAL one ever invented and a BIG MONEY SAVER to GARMENT MANUFACTURERS, owing to the rapidity with which it can be attached; also its NON-BREAKABLE qualities as well as its attractiveness and its adaptability for everything a woman wears.

NINTH REASON

The only one sold in CANADA at FIVE CENTS A CARD, TWELVE TO THE CARD. Sizes—No. 000, No. 00, No. 0, No. 1.

TENTH REASON

Our ABSOLUTE GUARANTEE back of each and every STANDARD FOUR SPRING DRESS FASTENER makes a PERFECT and IDEAL DRESS FASTENER, SECOND TO NONE and SUPERIOR to others.

The Standard Snap Button & Fastener Co.

334 KING STREET EAST - - TORONTO, CANADA



Autumn 1917

The Season's Novelties

in

Veilings and Sport Veils,
Metal, Cotton and Silk Laces,
Chenille Tassels, Handkerchiefs,
Novelties, Nets, Etc.

Call and see us when in Toronto
One block from Union Station

The THOMPSON LACE & VEILING CO., Ltd.
York & Wellington Sts.
TORONTO

FOR YOUR SUMMER TRADE AND EARLY FALL

WE CAN GIVE RUSH DELIVERY

Send to the House With the Stock

White Veiling for Summer Hats, Plain White Hexagon and Flowered Patterns, White Sport Veils

Are Extra Strong Sellers. They Wash Well, Wear Well.

MOURNING VEILINGS

Net with Ribbon or Plain Hem.
Grenadine and Chiffon, Fast Black, Old Dye.

For the New Shadow Blouses and Jabots

Shadow Laces, White and Ecru, 12, 18, 27 and 36 inch widths, Silk or Cotton.

Heavy Pure Linen, Cotton Bandings and Edgings

For Brassieres and Camisoles. Trimming for Curtains, as well as extensive range of Vals, Torchons, Beading, Maltese, etc.

MOTOR VEILS

Wide Width Assorted Colors Extra Good Value

Ninons, Georgettes, *French Manufacture.*
Old Dyes, Large Range of Colors.
Your Customer wants the kind that washes
—*This line will.*

Wire, Phone, Write. See the Salesmen.
Call at the Warehouse.

CANADA VEILING CO., LIMITED

84-86 WELLINGTON STREET WEST, TORONTO

FALL, 1917

RIBBONS

Narrow Gros-Grains

Fancies

Narrow Satins

Narrow Taffetas

Lingerie Ribbons

Narrow Gros-Grains once more to the fore.

Fandom says Ribbons will be the biggest millinery trimmings for Autumn.

We have already protected ourselves on such requirements to meet the large demand on same.

PLAIN SATINS AND TAFFETAS

are always staple goods.

We wish to notify our friends that you can rely on us to meet your requirements for Fall and Christmas trades.

SAMPLES GLADLY SUBMITTED.

Call and see us when in the city.

Ribbons Limited
55 Bay Street, Toronto

Silks Limited, Calgary
SELLING AGENTS
FOR WESTERN CANADA

TRADE MARK Griffin Gloves

All Canadian Made

Women are asking for

"Griffin Gloves"

WASHABLE CHAMOISETTE

Have the Right Line, "GRIFFIN GLOVES" They will increase your sales.

Because they demand a glove of good quality. Griffin Gloves have the right quality. Every process in the manufacture of Griffin Gloves from the raw yarn on the skein to the perfectly finished article is executed in our own factory. These gloves are an "All-Canadian-Made" Line of record excellence in Canadian industry. For a quick-selling line leaving a comfortable margin of profit feature the Griffin Line.

RICHARD L. BAKER & CO.

SOLE SELLING AGENTS

100 WELLINGTON STREET WEST **TORONTO**

BUTTONS

"All sizes have a place in this year's Fashions"

So say fashion authorities.
We have an exceptionally complete range, and can supply any size or style you may need.
Let us help you satisfy your trade.
Shall we send samples?

A. Weyerstall & Co.
145 Wellington Street West TORONTO

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

DRY GOODS REVIEW
Special Service Department

Laces
Veilings
Embroideries

THE HOUSE OF B STYLE & SERVICE

Handkerchiefs
and
Neckwear

What Service Means

"Westlake" service means more than hurried delivery on rush orders. It goes farther back than delivery—and continues farther on. It embraces careful, studious, systematic buying; buying that brings to your stock only sure-selling lines, and brings them at the best prices. It not only affects you, but your customer also, for "Westlake" service is tied up to quality, and quality begets satisfaction.

You'll find "Westlake" Service a big business help.

WESTLAKE BROTHERS Limited
24 Wellington St. W. TORONTO

"SUMMERY" NECKWEAR

Because they seem to embody all those light and airy graces which are associated with Summer, Finnie creations have an especial appeal during the warm months.

See to it that you are prepared for summer selling with a goodly range from this dainty and exclusive line.

A. Bruce Finnie & Co.

Corner Craig and Gosford Streets, Montreal

Alexandre

Kid and Suede Gloves.

Fabric Gloves.

Hosiery.

Alexandre Glove Co.

MONTREAL

46 St. Alexander St.

QUEBEC	TORONTO	VANCOUVER
80 Rue du Pont	77 York St.	311 Metropolitan Bldg.

Good Opportunity For Ad-Writer

There is a position open on our staff for a young man who knows the Dry-goods business and who has had good experience in making lay-outs and writing advertisements for local newspapers. Ability in planning campaigns for advertisers is an essential. It is one of the most important duties. Apply by letter, reviewing your previous work, etc., to

DRY GOODS REVIEW

143-153 University Avenue, - Toronto

LOOK FOR THE SHEEP



The Trade Mark that attracts the Best Customers & stands for

"CEETEE"
THE PURE WOOL
UNDERCLOTHING
That will not shrink

The C. Turnbull Co. of Galt, Limited. Galt. Ontari



LION BRAND YARNS

Are the highest grade Yarns made. Full 16 ounces to the pound. We know, because we manufacture them.

CALHOUN, ROBBINS & CO.

NEW YORK CITY, N.Y.

Importers, Manufacturers and Converters, Notions and Fancy Dry Goods.

LOOKING AHEAD

These are war times, and our preparations for the Fall season have cost us extra efforts, trouble and expense.

Our seventy-seven years of experience, however, has enabled us to overcome existing conditions, placing us in a position to supply the best merchandise at the most reasonable prices. Thousands of merchants can testify to their success in business, through purchasing from

CALHOUN, ROBBINS & CO.

where they always found the most desirable goods when wanted and as wanted.

Upon your visit to New York, do not fail to call and inspect our various Departments, where you will find many new novelties.

Your visit will be appreciated and you will be repaid.

DEPARTMENTS

LACES, TRIMMINGS, RIBBONS, SILKS, VELVETS, PLAIN AND FANCY WHITE GOODS, BUTTONS, JEWELRY, COMBS, LEATHER GOODS, BAGS AND BELTS, TOILET ARTICLES, DRAPERIES, ART EMBROIDERY MATERIALS, LADIES' NECKWEAR, MUSLIN UNDERWEAR, AND INFANTS' WEAR, FANCY GOODS AND NOTIONS, VEILINGS, STICKERIE BRAIDS AND CRETONNE DRAPERIES.



3, Argyll Street
Oxford Circus
·W·

Specialists in all that pertains to the trimming of ladies' costumes

Fancy Buttons
Buckles
Clasps
Fasteners

Both in Metal and Erinoid

Braids and Fancy Collar Trimmings

Trimmings of any description supplied

Exclusive Lines

Enquiries from Canadian Merchants, Makers-up, etc., are invited and will receive prompt attention. We are in a position to supply your rquirements for the coming season.

LYONS, SONS & COMPANY
ARGYLL STREET, LONDON. W. 1
ENGLAND

FALL FASHIONS IN A NUT SHELL

READY-TO-WEAR

COATS—Large fur on fur fabric collars and cuffs; novel belts and pockets; length 45 to 50 inches; black and colored pile fabrics good; military effects approved. Attraction is in make rather than in trimming. Big season probable. Sports tweed coats in demand. Raincoats show military styles; tweeds and silks in big demand; belts favored.

DRESSES—Coat dresses have high or reversible collars; one-piece dresses preferred to Russian effects; Eton styles shown. Straight lines predominate. Graceful draperies and zouave effects for afternoon costumes; apron styles again. Pleated cloth dresses popular. Some military models.

SUITS—Better class suits have coats 38 to 40 inches long. Straight, rather narrow skirts; large collars and cuffs; belts of novel styles. Cape effects good. Extreme military styles not strong. Good season expected.

SKIRTS—Woolen fabrics, satin and some fancy silks all shown. Dressy styles have large pockets and gathers. Street type has flat pleats, yoke belts, patch pockets. Military influence strong here. Reversible cape-skirt novelty shown.

BLOUSES—All styles of collars shown; novel reversible models. Tailored and dressy effects both good. Some dark colors for suits. Long-sleeved coat middy blouse strong for 1918. Smocks in big demand.

OVERALLS—New styles shown for house wear in cotton crepes, caps to match, lace and ribbon trimmed. Plain colors and figured materials.

CHILDREN'S WEAR—Scarcity of wool brings out silks and satins. Many novel designs like seniors'. High-priced ginghams shown with patent leather belts. New military capes and coats for little girls. Separate skirts in silk, cotton and wool in big demand.

FURS—Hudson Seal for coats; trimmed with Alaska Sable, natural or dyed lynx, fox, kolinsky, etc. Variety of collars all large. Loose belts in original cuts; straight and barrel lines. Sets best in lynx, fox, mink, kolinsky, fitch and beaver. Rug scarfs, huge shaped stoles, small, round muffs.

FABRICS

WOOL—Broadcloth, velour, serge, gabardine, tricotine, cheviots lead. Two new weaves of cheviot. Claret and Burgundy, bronze, Russian green, grape, Belgian blue, tile, dark brown, taupe, strong colors. New "Allies' Plaid" in sports fabric.

SILK—Charmeuse and satin-faced fabrics, crepe de Chine, Georgette, some taffetas; dark Autumn shades and some subdued stripes. Lining silks and satins ablaze with color and striking designs.

PILE—Pile fabrics of all kinds in big demand. New black and white velveteens for Fall suits and coats; new line of imitation fur fabrics. Chiffon and panne velvets good. Dark colors as well as black.

COTTON—New cotton serges and ginghams popular for 1918. Stripes and plaids favorite patterns; colors less brilliant than for this year.

KNITTED GOODS

Huge demand for sweater coats; newest is navy with sand or grey trimmings; sailor collars and broad shoulder collars good; Shetland sweaters selling well. Brushed wool for Fall again. Caps and scarfs stronger than ever; Military wool cap offered. New knitted silk scarfs in odd color patterns coming. Knitted silk hat bands with fringe and Roman stripes strong at present.

MILLINERY

Tricornes, sailors and medium large dressy shapes in velvet; many in black, but dark wine, taupe, brown, green and navy important. Plumage in various effects, also silk fringe and tassels, soutache, fancy ornaments and faille ribbon for trimmings. Sports felts and soft velours for early wear.



EQUIPMENT & DISPLAY

SUGGESTIVE TRIMS FOR FALL OPENINGS

Foliage and Curtains to Relieve Backgrounds — Limiting Number of Garments and Contrasting With Accessories—Three Units in One Window— Uncut Drapes, Full Figured.

FOR some years past the window trimmers have felt at times that the head of the store was inclined to disregard the "art" that was required in the displays they were turning out and was too insistent on the merchandising quality of the trim. Indeed it has been evident for some time that the "popular" window with the "boss" was the one that brought in the best returns in sales that could be traced to the influence of the display in the front, the sale represented by the introduction, "I want the one that's in your window."

At the opening of the Fall season, as in the Spring however, there is a little more license allowed the trimmer to work out a more artistic display as distinct from a merchandising one, and he is given full swing in most stores to bring out the "style" feature of the new goods rather than to specialize on the "price" aspect, as he has to do most of the time in between.

New Foliage Designs

Several windows that were designed for Fall Openings are shown in this department, and ideas may be secured from them for use the coming Fall. It will be seen first that the background is not as ornate as was the custom until very recently. Part of the reason for this has been the objection since the war began to expend large sums for decorative purposes. However few will refuse some of the new foliage designs that will impart an atmosphere of Fall to the goods and soften the rather hard tone of many of the wooden backgrounds. This softening effect is secured by some trimmers by the use of two or three velour curtains as panels at the back, light in shade if the goods are dark, and vice versa. The rug or carpet flooring of the window, unless the wood used is specially attractive would tone in with the background.

Limited Number for the Opening

For the earlier displays, as distinct from a grouping of ready-to-wear models to work in with a sale such as would come later, it is better to show a limited number, in order that each may retain its individuality. Even in a large window three coats or suits are sufficient. "Fill in" with accessories that go naturally with the coats or suits or dresses, and above all, see that there are several hats that match the garments. Of late there has been hardly a window shown in the big stores for Fall or Spring openings that did not have several hats to set off the garments, either on the future or on stands nearby.

Relieving Effect by Accessories

In one of the illustrations shown, No. 1, there are two dark garments and a light waist to relieve them, the three contrasting to excellent effect. Often the windows are filled with goods that give a monotonous effect. In this same trim, relief is secured further by two articles at a lower height, neckwear, and at the extreme right there is a daintily arranged unit consisting of hat high on stand, gloves, parasol and the neckpiece. At either end the pussy willows give the Fall touch to this window as well as the two adjoining on either side, while the big basket bursts forth in all its floral glory. The card in the centre is done in Fall colors, and, as often in the earlier trims, the price feature is omitted.

Window No. 2 is a little more crowded but then the figures, being in dresses, do not bulk so heavily. There is a lighter touch to it all. There are, as will be noticed, three distinct units, one at each side, and the center figure with the two fur pieces and gloves. Here again there is the light waist contrasting with the dark dress. On the left the unit may to some appear a trifle crowded with its five pieces. Footwear is introduced although it must be in harmony with the garments shown beside it. Some might remark that the figures in the one window do not work in with each other in so far as the "'direction" is concerned, but it must be remembered that this window was one of three and all harmonized as a whole.

A third window by the same trimmer used a pretty accessory in the form of a silk shaded lamp, which was lighted and added much to the attractiveness of the display.

Series of Colors in Fabrics

In the case of dress fabrics a group of the most effective trims last Fall consisted of a special color in each, even to the hats. One was in a blue tone, another a brown, and so on. If several windows are not available one color could be used one day and two or three days afterwards it could be changed to a distinctly different one, featuring the chief colors for the season. In these cases while the loose drapes are effective the goods draped uncut in the form of a suit or other garment really win more attention as they are more suggestive.

Be Lavish in Interior Display

In so far as the interior of the store is concerned, the motto for the dress goods department should be the one word, "Display." The larger stores more and more are utilizing every available space they can find on counter, ledge and tables in front of the department for showing the goods. Often only a foot or two is left on the counter for the customer. In our next issue will be shown views of goods displayed to advantage in departments.

FALL OPENING TRIMS--GROUP AND UNITS



No. 1—Showing two coats whose dark shadings are relieved by light waist.



No. 2—Three distinct units, with a lighter touch throughout. Note use of accessories at graded heights. Both windows trimmed for last Fall by Mr. Orton, Arcade Limited, Hamilton.

REGULAR GARDEN GROWING IN THIS WINDOW



An almost sensational feature of this demonstration of overalls was that the seeds were planted and actually grew to plants right in the window.

WINDOW TRIMS THAT MADE SALES FOR 6 WEEKS

Great Attraction and Selling Power of a Growing Garden Window Proved by Almy's Limited, Montreal—More Trouble and Used Longer Than Any Other.

WHEN a single window trim is allowed to remain undisturbed in a front window of a great city department store for over five weeks straight, there is something unusual about the trim. Almy's Ltd., Montreal, have just recently removed from one of their series of windows a trim which remained set from the 18th May until the 26th June, and which during all that time attracted continuous attention and admiration, and earned its keep and a good deal over in sales made from day to day.

A Production Window

Patriotism and production was the key-note of the trim which was devised by E. K. Lummus, Display Manager, when the rage for vacant lot cultivation first seized on the public mind, and the fascinations of women's overalls gradually made themselves more noticeable. The window was a productive window in more than the financial sense. It kept on producing green-stuff in full and luxuriant manner to the wonder of all beholders. Begun as a garden prepared for seeding, with a lady at work in her neat new overalls, and a baby helping her, the window trim kept on growing and growing until it reached the stage of development illustrated.

Cabbages a Couple of Feet High

First there were the brown rows of heaped up earth with the little seed packets neatly folded into tally sticks at the top of each drill. Tomatoes, cucumbers, radishes, beans, cabbages, egg-plant, lettuce, running vines, and grass all grew most luxuriantly in that window. There were 78 lineal feet of 8 inch wide grass border in the trim, and on the third day after it had been set the grass had grown so high that it had to be clipped. Seeds were planted in the earth, and in two or three days the first green shoots had begun to appear. From the first the window was attractive to crowds of people, and when the seedlings began to sprout interest was keener than ever. Mr. Lummus worked some miracles at this stage by having young plants brought in and planted cabbages principally, and these took root and grew famously in the warm atmosphere of the window. The awnings and blinds were never down during the whole period of the display, thus the window became really a forcing house, ensuring plenty of leafage for the plants which is absolutely necessary if a garden window is to be a success.

Gardening to Be Done

A good deal of gardening had to be done to keep the window attractive. All withered leaves had to be trimmed away carefully, and the walks and beds had to be kept very neat. The grass borders had to be clipped regularly, and a realistic touch was given by placing the grass clippings in the little wheelbarrow on which the baby girl (wax figure) was seated. Mothers brought their children day after day to watch the window grow, and sales of overalls, baby rompers, toy wheel-barrows, spades, rakes, watering cans, and above all any amount of garden seeds resulted. This is one reason why the firm were satisfied to let the window space remain occupied for so long with the garden trim alone. It was a first rate selling display, and talked about all over town.

Some Construction Hints

The building up of the trim was a matter of some consideration and incidentally the total cost of the window was over a hundred dollars. First a galvanized iron tank 8 feet by 16½ feet, by 8 inches deep was fitted right into the window floor. The idea of providing for drainage of water for the plants was thought of but abandoned as probably un-necessary and so it proved for the evaporation due to the warm air within was sufficient to keep any sloppiness from developing. The earth was the finest rich black loam procurable. Only exceptionally rich earth is suitable for a display of this kind. This particular soil came from a farm garden near Montreal and had been in preparation for years for gardening purposes. The soil was heaped up in neat rows for the seeds to have plenty around their roots, and between the rows were left paths for access to the plants so that they could be trimmed. Mr. Lummus found

FALL FUR DISPLAY WITH BACKGROUND OF PELTS



Shown by courtesy of Display Manager, A. B. Greenhut Co., New York.

it necessary to have boards under the earth at these paths so as to prevent the soil from getting trodden down and messy. The boards gave the necessary support.

With the grass borders mentioned, and a profusion of running vines, which grew very rapidly over the background—a good representation of a garden wall—the trim was practically a perfect miniature garden. The lady gardener (who did no gardening but looked pretty and silently advocated woman's overalls) was a suitable wax figure with a hoe in her hand, and a rake or hoe was leaning against the garden wall. A card in front bore in English and French the words "The Planting Line Supports the Firing Line" giving a patriotic touch to the display.

"That window trim" said Mr. Lummus" cost me more time and trouble perhaps than any other trim I have ever designed and carried out in a long experience, but then the fact that a big firm is willing to devote valuable window space to one trim for such a long time, is proof of its success, and the fact that the time and trouble it cost were not mis-spent."

VEILS

(Continued from page 109)

white veilings and in sport veils of white.

Demand for Fall calls for some little continuance of white but purple dark brown and black, also some navy will be the best sellers.

New Bridal Veils

One firm has a handsome collection of bridal veils. These almost all have 1½ inch hems and a scroll design either in stitching or narrow braids. One new arrival has a rather large floral pattern of thin silk applique which is very effective. It is the same kind of work as is shown on the Swiss applique curtains but is more delicate in the silks, of course.

Improvements in Slip-on Veils

Slip-on veils are still selling fast. A New York novelty in these shows a faint trailing design. It is quite to be expected that the furore for these cheap and practical veils will result in some little finish being added to make them more dressy and still keep the price fairly low.

New York is showing some extreme novelties in fancy veils for Fall. One is little larger than the crown—top of the hat but has a "bib" which falls down in front nearly to the chin.

Another called the "jabot veil" has two ends which are caught under the chin with smart jabot effect. Chenille dots appear in another novelty veil which covers the hat and is caught closely in at the neck. The top part has large black chenille dots while the face part has white ones.

Paris Novelties

White embroidered polka dot effects are shown on dark meshes in Paris. You know Paris is in a furore over polka dots just now. Interesting landscapes appear on fine tulle veils from Paris also and there are wreath designs done in two colors. A very dark brown shaded with red is the newest Paris color for veils.

THE LATE MAJOR SUTCLIFFE

A Lindsay paper says:—After days of suspense and anxiety following the announcement that Major Charles E. Sutcliffe, of the 54th Squadron, Royal Flying Corps, had been reported missing, his parents, Mr. and Mrs. F. W. Sutcliffe, received the sad intelligence that he had been killed in action. This information had been dropped into the British lines by the Germans, and would indicate that the brave young officer had gone down while being engaged in an aerial fight with the enemy on the occasion of the big drive on the West front.

The news of Major Sutcliffe's death cast a gloom over the whole community, and on all sides expressions of sincerest sympathy to the parents as well as tributes to the bravery and worth of the dead officer are heard. His grief-stricken parents and sisters and brother, who had been hoping against hope for several days, will be buoyed up in their hour of sorrow by the consoling fact that he died a hero's death, and that his record as a soldier will be enshrined in the hearts of a grateful people, for whom he bravely fought and nobly died.

The late Major Sutcliffe was born in Brampton and was twenty-five years and one month old. He received his education at Lindsay Public Schools, Collegiate Institute and Toronto University, and after completing his studies identified himself with the firm of J. Sutcliffe & Sons.

In 1914 he joined the 14th Battalion with the rank of lieutenant. He later joined the Royal Flying Corps in England.

The late Major Sutcliffe was a young man of splendid character, one with whom it was a pleasure to mingle and converse. His geniality, affability and high moral worth endeared him to all who had the pleasure of his acquaintance. To his bereaved parents, his sisters, Misses Muriel and Elsie and brother, Lieut. F. Marvyn Sutcliffe, C.A.S.C., will be extended the heartfelt sympathy of all.

In more convenient premises

Since the fire in our old premises on Front Street, we have removed to 109 King Street East, just opposite St. James Cathedral.

On your next trip to Toronto we would welcome a visit from you. You will find our new place more convenient and accessible, and being much larger, gives more room in which to make display of our lines.



Our stock of wax figures, display forms and fixtures, garment racks, clothing hangers, artificial flowers for decorative purposes, etc., will be found as complete and up-to-date as ever. Remember, our wax figures are noted everywhere for their life-like appearance, attractiveness and serviceability.
Our other lines are of equally high quality. Don't forget our new address.

DALE WAX FIGURE CO., LIMITED

Canada's Leading Display Fixture House

109 King Street East - - - TORONTO

Montreal Agency: 144 Bleury Street

37 Years Making Display Fixtures

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

NO MATTER WHAT BUSINESS YOU ARE IN

We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?

Here are some of the different Show Window Sets we make.

Set for Dry Goods.. Windows
Set for General Store Windows
Set for Furnishing.. Windows
Set for Clothing.... Windows
Set for Shoe..... Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

500 WINDOW TRIMS IN THIS ONE SET ONKEN INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURE YOUNITS

New Construction, No Screws Screwing into Wood.

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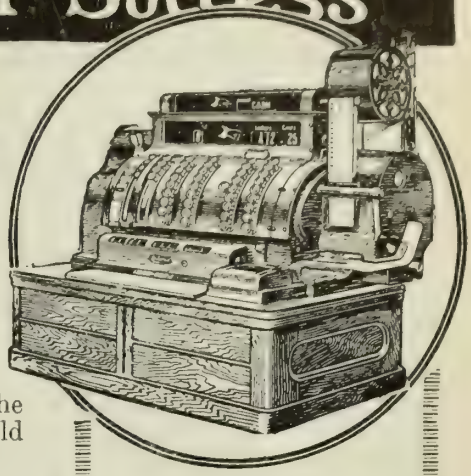
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N.C.R. Service a Sign of Success



Before and After Confederation

and a message for to-day



Those of us who can look back to the days of Confederation, re-live as the old associations are recalled.

The store of the early days had many pleasant associations. The wooden Till could tell an interesting story—one which would perhaps reveal human weaknesses, losses to the merchant on account of mistakes, disputes with customers, forgotten charges, etc.

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The story of the years of struggle and patience on the part of the founder of The National Cash Register Company, Mr. John H. Patterson, to perfect a register which would relieve the retail merchant of work and worry, remove temptation from his employees, is a most interesting one.

The story of Mr. Patterson's early struggles is told by himself in an interesting booklet—"The Troubles of a Store-Keeper and How to Correct Them." This booklet is of especial interest to every retail merchant. Send us your address and we will gladly forward you a copy.

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Mistakes

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Laziness

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The History of N.C.R. SERVICE

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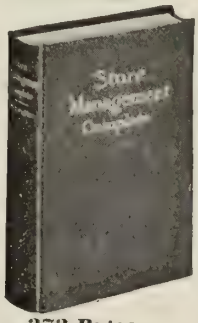
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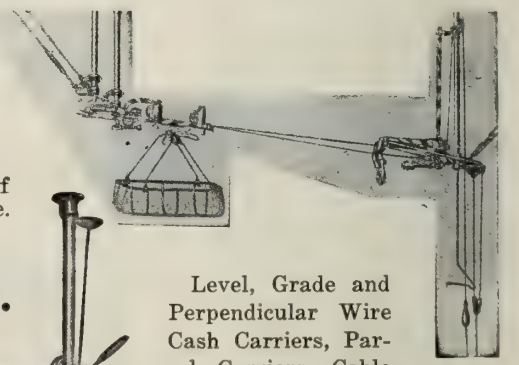
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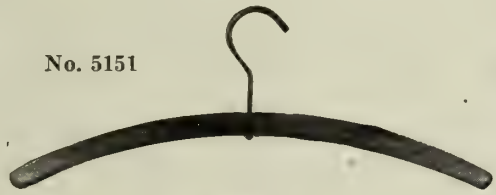
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READY-TO-WEAR

A DISTINCTIVE COAT



Fall model in clever lines made of the new fur fabric "Kakara Lamb." From Salt's Textile Company, Inc., New York.

SUIT MODELS FOR FALL

Suit Coats Are Longer — Tailored Looking Models, Also Military Effects Shown—Uneven at Hem— Large Collars Appearing.

THE past month has provided birthdays for a good many hundred Fall suits in more than one city. Manufacturers who aim to turn out smart garments authoritative in style have adhered pretty much to the style recommendations of the Cleveland convention reported in last month's DRY GOODS REVIEW. They have also made use of the field which those recommendations provided for originality in details. Other manufacturers who feel that many of their customers will still demand garments at a familiar price even at the sacrifice of what is really up-to-date have taken liberties with the rules and regulations of fashion. As a result the smartest suit coats are consideralby longer than those which have economized in cloth. The latter range around 32 inches while the more fashionable length is 38 inches or even longer.

Short Coats Not Attractive

A Montreal buyer who was interviewed by DRY GOODS REVIEW recalled the uncertainty expressed about a year ago as to whether last Fall would be a suit or a coat season. "Do you know why so many manufacturers got stuck with their suits last year?" he said. "It was because they made their suit coats too short. They were not pretty. Let the manufacturers turn out an attractive suit, one that is good looking and it will sell; a suit with a short coat does not appeal to a well-dressed woman."

Evidently the remark was to the point for the longer suit coat styles are appealing this year. The Fall is, of course, never as good a suit season as the Spring, especially in Canada, but manufacturers this year seem to thing that a good sale of both types of garment may be provided for this year, for the suits are attractive, seasonable-looking and warmly made.

Wide warm collars, both square and pointed, which are called for by coats are shown on most of the best suits as well. Cuffs frequently match, especially if the collar happens to be of fur, fur fabric or plush.

Belt effects are shown in variety. One original style of coat is cut straight without a seam at the waist but a smart belt effect is produced by ¼-inch tucks in cross bar effect filling in a space about 5 inches deep at the waist. Another style has panels front and back meeting in belt effects at the sides of the waist. Set in belts have been shown also but these are less frequent in suits than in coats.

Uneven Lengths for Coats

Coats with pleated panels at the sides are considered good. Sometimes these panels extend in points below the hem of front and back; others are cut longer and with a straight edge at the bottom. One Toronto manufacturer shows a clever suit of dark brown gabardine. The belt is cut in one with double box pleats of which there are two in front and two in the back, tapering to points. Side pleats in the skirt of the coat reach below the regular hem.

A few three-piece suits are offered but manufacturers think that the majority of women will prefer a lighter weight blouse to wear with the cloth skirt and coat of the average suit. Almost every one connected with the Canadian trade is of the opinion that real military styles will not be called for in Canada. They think the enthusiasm for it has passed. Many of the manufacturers however, have some slight fear of being left behind should interest revive again, that they are showing something strictly military in their ranges of samples.

Tailored Types Shown

One Montreal firm is showing several models of a strictly tailored type which he is counting on being good. The coats are of 36 and 38-inch lengths and are slightly fitted at the waist. Plain panels are set in at the sides with narrow rows of military braid; braid binds the narrow tailored collar. Another attractive model has gores of one-inch tucks and stitching. It is thought that plain tailored effects in better grade suits will have a stronger place this year than for the past few seasons.



Letter from our Paris Correspondent



PARIS, June—Voiles, organdies and crepes keep their running. Various fancy crepes, Georgette and silks are selling readily. Particularly good are the cashmere effects, in voiles and linens, fancy designs on colored grounds. Voiles are wide this year, varying from 40 to 44 inches. In silks I would mention again the great demand for foulards, especially in polka dots of all sizes. Paris is wearing polka dots from her head to her toes, and these will be good for the Autumn also.

Jackets are shown with fancy linings extending into exterior collar and cuff facings which are very smart.

Barrel Silhouette Not So Strong

The barrel silhouette is not so important as it was a few months ago. Now the broad effect is elongated and the fashionable silhouette for the Autumn will be elliptical. Straight lines are favored most, but they sometimes bend into these long curves, the material at the hem of the skirt being narrower than at the waist. The comfortable looseness at the waist will remain and indeed the robe chemise has some place again.

Afternoon gowns and dainty apparel for our informal occasions show graceful draperies, but not those extending wide at the sides, and "apron" dresses are made still by many of our best designers. Slender, youthful lines are the aim of all. The zouave skirt which I have described previously is shown again in the girlish dance frocks and in afternoon gowns.

Evening gowns will make much use of lace and lace flouncings, notably filet laces.

Oriental Influences

Oriental influences are at work again, particularly in rich wraps and gowns of velvet and brocade. Heavy trimmings of fur will also be used profusely, also the fancy stitchings of which I have already told you.

The rough-finished materials of which I sent you samples before will be much used for new street costumes. Wool jersey will be well represented in many types of garments again. Smocks, children's dresses, chemise frocks, suits and sport wraps are all made with it.

Some novelty blouses have elbow or shorter sleeves, and are made of sheer fabrics. Silk and metal embroideries are featured very strongly with sheer materials, also satins and panne velvets which are utilized in some blouses. One navy blue silk voile blouse has a large collar cut in one with a sort of outside vest effect with wide ties in charming little loops at the waistline under the arms; this part of the bodice is made of embroidered charmeuse to match the voile.

I am sending you samples of some of the newest voiles in the favorite designs which I have obtained from some of our leading manufacturers.

DRECOLL MODEL FROM PARIS.

Drawn specially in Paris for DRY GOODS REVIEW.



Black gabardine tailor-made. Jacket straight in front and trimmed at the sides with large pleats mounted on a yoke. The tie and the bands which trim the lower part of the jacket are in a striped fabric of red and black. Skirt short. Buttons self-covered.

FALL MODELS OF CANADIAN MAKERS

Sketched by Dry Goods Review Artist



Taupe velour with plush collar and cuffs develops into this fashionable Fall suit. The originality of cut takes away severity though the tailored idea remains. From The John Northway Co., Limited.



The material of this coat is brown velour lined with fancy silk poplin in yellows and greens. There is a back belt to correspond with the one in front. The very deep pointed cuffs are a new feature also. From the Continental Costume Co.

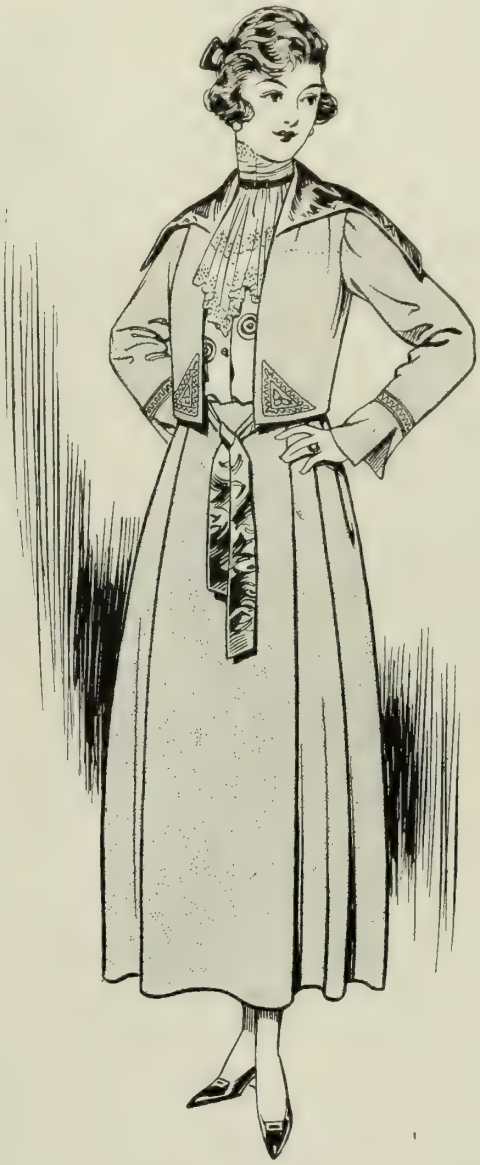
FALL MODELS OF CANADIAN MAKERS

Sketched by Dry Goods Review Artists.



A RAINCOAT WITH STYLE

Light weight, sand colored silk made in military style with leather belt is one of the reasons why some people won't frown at Fall showers. The wide, reversible collar and cape with neat pockets are novel. Made by the National Rubber Co., Montreal.



MANY IN ONE

Several Fall ideas have found expression in this frock—for it is a frock—a united whole—though it appears to be an Eton suit, a fancy Georgette blouse, a jabot stock collar of silk lace, a wide brown satin shoulder collar and a girdle of the same. Nigger brown serge is chiefly responsible for the whole. The soutache and new sleeves are also notable. Made by the McElroy Manufacturing Co.



Colored batiste. Collar, cuffs and tucked front are white.



White pique vests are popular. Elastic waistband and pearl buttons.



The bouquet bag. Silk, covered with flowers, crocheted at opening.



White cuffs may accompany the deep jabot collars.



Novel frilled collar and cuffs a forecast of the "Francis frill."

MYRIADS OF COAT MODELS

Youthful Straight Lines and Plenty of Material in Winter Coats—Some Military Effects.

IN the very lap of Summer, Winter garments have blossomed in myriads. Garments of youth and beauty they are, which must surely leave dull age in the rain-drenched Summer left-overs. While there is less of swagger to the new coats than in the sweep of last year's early models there is a freedom and grace to the comfortable straight lines which should guarantee a good season's selling.

Although some manufacturers in Montreal and Toronto have some apprehensions as to the effect on Canadian trade of the temporary depression in the United States, one would not guess it from their Fall coat models. Luxury and optimism are expressed in every line, for there is no stinting of materials or trimmings used. Collars whether square, pointed, rolling or of any novel cut are larger than ever and frequently are made of the finest lynx, fox or other furs. Cuffs are larger and deeper than before and match the collars. Not satisfied with staple fur trimming one Montreal firm shows coats with furs dyed to match the color of the cloth. One model was of amethyst broadcloth trimmed with fur dyed the same shade but black tipped and very effective. There were three side belts and long sash ends which gave added distinction.

Fur Fabrics for Trimmings

If fur fabrics are chosen for trimmings they are of rich materials in which the beauty of texture impresses one rather than the fact that they are imitations of furs. Indeed in some cases the fur-fabric costs as much or more than the fur it imitates and appears to have better wearing qualities. One very rich look-coat at a Toronto manufacturers is of a fine quality "seal" plush with deep square collar and cuffs of mole-fabric. There is a wide belt of the plush holding in very slightly, inverted box pleats at either side; 80-ligne buttons are used for fastening and, as in the great majority of cases, the lining is startlingly bright. It is a high-class garment throughout.

Military Effects Shown.

Buyers and manufacturers in both Montreal and Toronto up to the present do not as a rule count strongly on the novelty military effects to create very much interest. Many of the most attractive coat models offered, however, have a military suggestion. Frequently it appears as a smart detachable cape effect, or in a coat cut on similar lines to the soldiers' trench coats. These are in many cases made of tweeds or thick velours. The long capes are usually of broad-cloth or kersey but not very many models are shown. One well-known Montreal manufacturer thinks that the present season offers the best opportunity for some time, for Canadian firms to originate styles for their own trade. We have passed through the stage where we want everything to be military and the United States is in the midst of it. It is our chance to make things that we like for ourselves, he thinks. This may be the reason why variety and comfort are features of Fall models but there is no doubt that a great deal more might be accomplished by the Canadian trade if there were more co-operation developed among designers and a decided effort made to create Canadian styles.

Favor For Plush Coats.

Plush coats are spoken of very favorably again by several firms. They are showing all grades of pile fabrics including imitation caracul and pony, novelty plaid wool plushes; green, Burgundy and navy colored plushes, velvets and corduroys.

Gathers and tucks at the waist are shown in the loose, straight line effects similar to some exclusive models which were worn late last season and a very slightly raised waist line is responsible for many of the youthful effects. The average length of Winter coats is from 45 to 50 inches. Large pockets of many novel styles are shown. Some reach a length of 18 inches with a width of about 8 inches; others are wide or of fancy patch shapes and many are set in. The baggy pockets especially designed for the barrel silhouette are comparatively few.

Sport Coats Popular

In Fall outing coats tweeds, large plaids and checks in thick, soft wool materials are shown. Sometimes these show braiding but for the most part are trimmed merely with buttons of huge size. Buttons are so large on all coats that cord loops are used nearly always in place of button holes.

Novel metal buttons for trimming are used on the sport coats and both military and regular coat fashions are adapted with belts, large collars and pockets. Manufacturers of outing coats state that they are looking for a bigger season this year than last in these lines.

Sleeveless sports and sweater coats have amounted to almost nothing this Summer even in the largest Canadian stores. Not more than two or three were shown by each of the buyers and those amounted merely to a supply of a New York novelty.

NEW YORK FASHION NOTES

CHIC little hats of black plush are shown in New York for Fall. One is dotted with large white buttons on the crown.

A great many New York Fall hats have some soft finish around the brim edge. It may be pleated ribbon, silk fringe, narrow fur, or feathers.

D. M. Chambers & Co., Ottawa, are selling out.

A. Calder & Co., dry goods, has registered Mrs. A. Calder, Montreal, Que.

Advance Garment Mfg. Company, Montreal, has been registered.

Standard Doll, Toy & Novelty Mfg. Company has been incorporated at Montreal, Que.



Letter from our New York Correspondent



NEW YORK, July 2.—(Special).—It seems no more than yesterday that prophets of fashion were prognosticating pinched-in waists of wasp-like slenderness, yet here we are still straight up and down and unhampered from neck to hem, except in rather rare cases, where an occasional one of us tries to simulate a barrel.

The latest information from Paris presages that in the Autumn of 1917 the feminine silhouette will emulate that of a graceful, long ellipse, carefully flattened out at the base and top, and with long, softly sloping lines throughout. Neither the tonneau silhouette, nor that of the toupie (spinning top) of a few seasons ago, but the elongated oval; in other words, the waist will maintain its present comfortable generous diameter, and may or may not be belted at the regular waistline or slightly above it.

Cape More Prominent.

The cape, tentatively reintroduced in the early Summer modes, is destined to play a most prominent role in Autumn modes; it is just the thing to accentuate the new straight silhouette, and is immensely chic and jaunty, no matter whether long or short. One of the latest ideas is a three-quarter length cape of mocha brown duvetine, banded with a broad border of moleskin, and lined with vivid cerise satin. It is cut away at the sides, disclosing a loosely-fitting coat front, with kilted skirt part, but at the top forms a sort of yoke, which is closed with one button, and is cut in one with a fitted Staurat collar, also of moleskin. Another model, very pleasing in its smart sports coat length (stopping just above the knees) shows a coat front and huge collar of light buff wool velours, the cape drawn outside the circular cape of navy gabardine. The lining is wide yellow and white striped satin. Numerous sand-colored and roseate beige models are shown, in which the coat front, belt and collar are of white washable satin, with metal buttons, or large satin-covered ones, as a finish. All of them feature contrasting linings in vivid coloring.

The suit coats are quite long, ranging from ⅞ to ¾ lengths. In most instances skirt and body are cut in one, but in practically all cases the long line is broken by a wide girdle, which sometimes is so ample as to form a sash as well. Many of the smartest designs show the Oriental influence in sleeves cut to suggest those of the Mandarin coat, and the closing ofttimes suggests the same source of inspiration.

High Choker Collars.

Though the sailor collar (the broader the smarter) is still very much in vogue, the newer cape and surplice styles are also much seen, and are preferred by many, as they emphasize the drooping shoulder line. High choker collars, very ample, and, therefore, unjustly named "Chokers," finish many of the best coat and cape designs, being developed in all the many new wool cloths and plushes, in fur fabrics and real furs. (The last-named are quite costly, requiring so much material.)

Sports Suits Not so Crude.

As to sports suits, they bid fair to be as popular for Fall wear as they are at the moment. Wool jersey, with finishing touches of Angora wool in a contrasting tone is thought of very highly, likewise heavy silk jersey. The colors are not quite so vivid as in Summer apparel, a fact which is only to the advantage of the garments, for one has grown very tired of the crude effects. Sports coats with a touch of marabou or fur, introduced in the neck and sleeve finish, are extremely attractive and much in demand. These coats are made in the regulation sweater coat style, either buttoned through, or fastened on one shoulder. There are occasional cape coat models in these materials.

The skirts, like most other skirts introduced for Fall wear, are in boot top length, and show the average width of two yards, seldom more. Pockets are still in vogue, particularly the triangular, deep ones, and so are high belts, button-trimmed, to harmonize with the pocket. By the way, blouses in the exact tone of the separate skirt are much liked, as they give a one-dress effect.

Satin and faille remain the favorite materials for afternoon and evening wraps; here, too, the linings are conspicuous by brilliant coloring, and usually they are richer in appearance than the wraps themselves.

FALL FASHIONS IN BRIEF

By our New York Correspondent.

Modified barrel, *i.e.*, long curved lines, the silhouette in vogue. Waist-line remains comfortable.

Suit coats ⅞ to ¾ lengths; always a wide girdle or sash, Mandarin sleeves favored. Capes and cape-collars favored. Sport suits popular again but less brilliant.

Skirts, boot-top length, two-yard width; triangular pockets and high belts remain. Blouses match tone of skirt. Simple in style. Fichus favored; long sleeves and close-fitting cuffs.

Coat dresses in big demand.

Satin and faille leading fabrics for afternoon and evening wraps. Linings brilliant.

Novelty waterproof parasol with vanity case.

Coat Dresses.

Coat dresses of serge, gabardine, taffeta and wool jersey are shown in remarkable variety; they do not differ very materially from the Summer models as to cut and general style, but they look a great deal more elaborate with their rich soutache and rat-tail embroideries. Bead work is again apparent, but only in conjunction with solid embroidery or soutaching.

New Blouses Youthful.

The new blouses charm by their simplicity, and are more youthful than in many a season. There are some lovely Georgette crepe ones, with dainty fichus or fichu collars of sheerest white batiste, sometimes finished with a little frill or a little pleating of fine lace. Smocking is much in evidence, but is not considered quite as new as fine pin tucks, forming squares, or clusters of cord-run tucks, about 1/16 inch wide. The sleeves continue long, and close-fitting at the wrist, with gracefully shaped cuffs of intricate cut.

A sports blouse of white wool jersey, with Chinese neck finish, bishop sleeves and narrow belt, is very cleverly finished with applique bands of jade green silk jersey caught with narrow straps of white kidskin.

Another quaint style shows a square-necked middy effect of dove gray silk jersey adorned with crystal bead embroidery in an antique Grecian design, and very uniquely finished with a girdle, cuffs and trimming band of checkered satin ribbon in dove gray and turquoise.

Entoutcas.

Among the dress accessories that are newest are entoutcas (rain or shine umbrellas, or are they parasols?) of waterproof silk, mounted on long sticks of Malacca or plain enameled wood. But that isn't all to their credit. Their handles, which are generally topped with a large flat knob, are fitted with a vanity box: a mirror, the indispensable little powder puff, and a little receptacle for the powder. A small reticule bag is suspended from beneath this knob.

SAMPLES OF FALL MODELS



AFTERNOONS AND SATINS WILL "KEEP COMPANY" THIS FALL.

One of the graceful charmeuse gowns offered for Fall. One still may wear Georgette sleeves, especially when they have tassels. The surplice effect in the bodice, the novel source for the sash-ends, the high-back collar and pointed side drapes are all effective in the pleasing whole. Made by the Queen Dress Co., Montreal.



POLKA DOTS IN ACTION.

This navy blue satin and polka dot foulard three-piece suit is of charming cut, and is adaptable for summer and fall wear. It is a Doeuillet model. The pretty little stylish turban was only stylish until the two crossed white wings were attached as trimming. Then it became distinctive. The parasol is blue cravenette, with natural wood handle and leather bracelet.

NEW SEASON LINES OF NEGLIGEE ATTIRE



A SWEET "SLEEPING BEAUTY"

Of course the one pictured here is fully awake at present, but she is ready for slumberland. The pajamas are made of pink satin combined with Georgette. The jacket is made of Georgette. From Best & Co., New York.



See next page for description.



See next page for description.

BLOUSES FOR THE FALL

WHILE there is some small call for good quality blouses in dark colors of Crepe de chine and Georgette for the Fall trade, the big business will again be done in pale shades and white. Heavy qualities of crepe de chine are offered in the leading Fall colors such as navy, Burgundy, dark wine, amethyst, taupe, nigger brown, bottle green, tile green, sand, beige, and some medium blues. These and also heavy white Habutais are made up in many cases in simple tailored effects with large pearl buttons and double breasted. Flat and box pleats are good and so, too, are reversible collars.

Even though tailored outer garments should reign supreme, however, no one anticipates that the delicately tinted, daintily trimmed blouse will be ousted. While one severely tailored blouse will no doubt be purchased by many people, it is very probable that most wardrobes will contain more than one of the daintier models as well.



EXCELLENT FALL MODEL

From a material point of view white Georgette with piping of soldier boy blue Georgette make this blouse attractive. Fashion approves, too, of the side-front fastening, the new collar with faille ribbon, bow-tie to match the piping, the tucked front and two-toned buttons. Made by Geo. G. Dunning Co., Ltd.

25 Per Cent. High Collars

Buyers need not fear that the Fall will show only high collars either. Many of the dainty dressy blouses are made with smart stocks and jabots laces trimmed or with neatly embroidered reversible or high buttoned finishes, but so far Fall ranges still show a larger proportion of the wide flat collars and open necks than of any other type. A well known Toronto manufacturer fixes his output at 25 per cent. high collars, 25 per cent. reversible and 50 per cent. flat open styles. Montreal manufacturers would probably place the percentage of flat styles much higher for they are placing little faith in the high close-fitting collar for the popular priced blouse. Reversibles are good there.

Disguised Reversibility.

The problem expressed in last month's DRY GOODS REVIEW, of producing a blouse which might be worn high or open and still not be suspected of being reversible is pretty well solved by one manufacturer. His newest model is cut for wearing high. The two front edges just meet and are both bordered with buttonholes all the way up. Underneath is a little picoted strip about 1½ inches wide with two rows of small pearl buttons which button into the aforementioned buttonholes; when the collar is to be worn open the little strip is unbuttoned from both sides and turned in wherever the point of the V is desired and of course no one would think that with all holes and no buttons the collar could be reversible. Another model under way has a jabot fastened to the lower edge of the collar in such an ingenious way that when the open style is preferred the jabot falls from under the revers in a natural sort of way.

Ornate Trimmings.

A fair amount of hand embroidery and filet lace supplement the large use of tucks in the fancy blouses of Georgette and other materials. Some piping, too, is shown, especially with the high-collared styles. This is sometimes of silk or narrow ribbon and sometimes of self material in a contrasting shade. Pipings of small colored beads are shown on a few exclusive models. Shawl and deep ruffled collars meeting a straight neckline in front are new. Grosgrain ribbon bow ties find an effective place with some of the "stand-up turn-down" collars of sheer materials.



ATTRACTIVE MODEL

One of the new Fall blouses being made up by the McCutcheon Waist Co., Montreal. The tucks give a soft appearance to the tailored style, and the cuffs are in keeping with fashion's requirements for some distinctive feature in every garment.

SKIRTS FOR FALL

AS in some other departments first Fall showings of separate skirts indicate somewhat of a speculation so far as fashions are concerned. Very plain tailored-looking skirts are shown and also shirred and pleated styles with a continuance of baggy pockets and manufacturers are in some doubt as to just what type will catch public favor most strongly when the time for wearing them arrives. One feature is noticeable by its absence and that is the barrel cut. The type of skirt with cording at the knees and those with panels or gores cut narrow at either end and wide between have no place in the new ranges of samples. There are those, however, especially in silks and satins which have pleats and long panniers or which are cut straight with pleats at the waist giving a slight peg-top silhouette. Fancy stripe and plaid silks continue in the semi-dressy skirts and black and navy satins are in demand among the buyers of better class garments. The other popular Fall shades are shown but sell in smaller quantities than those enumerated.

Many Military Features

Cloth skirts show a little more of the military tendency than do the silk models. It is expressed in shield shaped pock-



PLEASING FALL COAT.

Made of taupe velour cut straight but with clever belt effect in cross-bar tucks. Large fastening buttons; black plush collar and cuffs. From the Royal Cloak Company, Montreal.



One really doesn't bathe in a beach costume, but then many wouldn't care to when they can stroll in such a charming soft taffeta creation, with its pointed skirt and cap and jaunty, tight trouserettes.

ets, pockets with buttoned flap, pocketed belts resembling money belts but of cloth, metal buttons, pressed pleats and other novel ways. One manufacturer is showing one of the reversible skirts which came out in New York a short time ago. It is of navy blue serge, buttons the full length in front and has a straight two-inch belt. The skirt may be unbuttoned and worn as a cape equally as well, the belt forming a collar which crosses in front. Such touches as white kid stars and red stripes on the belt are also shown but these importations are not expected to create any sensation among Canadian buyers.

Materials and Trimmings

Navy blue serge continues to be the big seller, even for military novelties. Very few of khaki are to be had but they are not asked for by Canadian buyers. There is quite a little interest in tweed skirts again and a few models of cravenette are shown, these being as near khaki cloth as the trade requests. Checks in black and white and navy and white with an occasional thread of bright color appear in some models. One was made with a yoke effect crossing in the back over shirrings and piped with scarlet. Brass buttons were used to trim. Broadcloth and gabardines, also some fancy serges have a place in the higher priced ranges.

Some use is made of military braid and stitching in border designs for trimming but so far these additions are less frequent on separate skirts than on suits. Manufacturers are showing samples with all these various style features but they do not yet find any one meeting with more favor than the others. Until repeat orders commence coming in some time hence it will be difficult to conclude which designs are the really successful ones.

Extremely Short Skirts Passing

Skirts are being worn longer on Fifth Avenue at present than they were a year ago, and it is quite likely with the possibility of more conservative types of footwear prevailing for Fall and Winter that the extremely short skirts will be somewhat out of date in Canada at the end of another four months. A recent visitor to New York remarked to DRY GOODS REVIEW that very many of the fashionable skirts there were not more than seven inches from the ground.

The average width of skirts remains about as it was for summer, varying from 2 to 2½ yards. Few even among the pleated styles are wider than that.

Canadian Syndicate, dry goods, Lachine, Que., has been dissolved and a new firm formed under the same name.

FORTY FEET OF WINDOW SPACE FOR "BABY WEEK"



This section with the other half on the opposite page formed a 40-foot front that was given up to showing lines in the Infants' and Children's Departments of the Murray-Kay Store during "Baby Week." The effect of this long, continued display under bright electric lights can be imagined. The "piece de resistance" was the doll in the swing. The stand for this was the only piece of equipment that it was necessary to buy, and this, seven feet high, cost only $3.50. Towards each end was a stand holding up with ribbons a large card done in pink which was the tone of the whole window, the delicate shade that fits the department best.

DAINTY DISPLAYS OF DAINTY INFANTS' WEAR

"Baby Week" Gave Opportunity For a Season's "Opening" of New Infants' Lines—Big Display in Four Windows—Wide Range of Goods From Birth to 18 Months.

STRETCHED out across two double windows for a frontage of forty feet, with white clad figure of a doll-infant swinging like a little fairy in a white enamel circle, the "Baby Week" window of Murray-Kay's of Toronto was one of the most outstanding bits of store publicity that has "happened" in the Queen City for a long time. Some idea of the strong conception of this trim may be obtained from the double-page view that is presented at the top of this and the opposite page.

"Baby Week" has been observed in this store during the past three years, about the first week in May. However there is no reason why this cannot be made a feature of the Fall openings and have a window trim dedicated to the Infants' department as well as to any other in the store.

Chance To Show New Goods

As the Murray-Kay store conceives the purpose of Baby Week, it draws the attention of the public more strongly to the new goods that are on display at the opening of the season. An effort is made to show a number of new things and to interest the mothers. The whole department is gone over and freshened up, not alone with new goods but in the way they are shown. Where the delicate shades of tissue paper have become soiled they are replaced, the goods are rearranged on the stands and in the cases; everything is burnished, and at the same time every effort made to retain the dainty touches that should fit in with the goods themselves in order to act with a doubled impression.

Some of the Lines Shown

The head of the Ready-to-Wear Department, Miss Richardson, is also an enthusiast for the Infants' Department. The goods she keeps cover the needs of the newly-born infant, and include the period up to about eighteen months, when they are promoted to the children's section, adjoining the infants' usually, but kept distinct for all that. The lines that were on display when DRY GOODS REVIEW paid a visit ran all the way from the "layette" bootees, socks, woolen jackets, bonnets, bibs, etc., to the rubber and celluloid toys that make such an attractive line of accessories and decorations for the department.

Baskets Trimmed in Store

Included also is the dainty white enamel furniture that the mother dotes on, the wardrobes, the clothes hangers, etc., and the white enamel baskets for the wardrobe; also the brushes and combs, the powder puffs, and so forth. Even a little bath is there with a little screen with its soft delicate colored silk panels that are attached in the workroom of the store and add to the profit in the handling of lines like these. Even the baskets are trimmed in the workroom.

Impression of a Nursery

The whole impression of a department like this is that of a nursery, an atmosphere far removed from the rest of the store, a room set apart to contain all the needs of the infant so that they may be filled with the greatest ease, and suggestion following suggestion by the very proximity of the goods that are so closely related in their use and the tiny causes.

TRIMMED IN 2 1-2 HOURS---COST ONLY $3.50



On the floor was a blue rug with a pink border. There were one or two larger figures that gave emphasis to the smallness of the doll-babies. The merchandise included all kinds of infants' clothes, as well as nursery furniture in white and the little celluloid and rubber trinkets that sell so well in a department of this kind. We commend a duplicate of this window to those who are planning a showing of the contents of their infants' section.

The window was laid out carefully beforehand by Mr. Harry McDonald, and the goods made ready. After a start was made the four spaces were trimmed complete between 9 and 11.30 a.m.

FROCKS FOR LITTLE GIRLS

Silk and Satin Used Often — Separate Skirts Popular — Military Styles for the Little Tots.

SCHOOL girls' dresses for Fall show the usual preponderance of navy blue. But fewer of them are of the old standby—a stout all-wool serge. While the all-wool dresses and coats are still to be had in certain quantities very few are within the reach of the average buyer. There are cases where large manufacturers have some lots of medium grade all-wool serge from last year's orders to offer at a fair price and a few others have models made up from ends left over from adults' lines but the average maker of children's dresses is using serges of from 25 to 87% cotton. These of course wear as well as anyone could wish and the price is much less than for all wool. Because of some "conscientious objectors" to mixtures however, other materials are given more prominence than they once had. Among these silk and satins are the chief. The combinations of silks with serges results in a number of attractive little models, one of which is illustrated. Jersey and tricotine too are liked both alone or combined with silks or serge.

Pleats and Leather Belts

Pleated dresses are very popular again, no matter of what material, and they show clever little touches of tabs and coatees and round flat collars with smart bow ties which make them very attractive. Patent leather belts of 3-inch widths are seen on many of the newest school-girls' dresses. The sailor suit frocks which were once so popular are altered a little into a more military looking style. The blouse is drawn down trimly to the belt and the skirts even though pleated have a narrow appearance. Two-piece effects remain quite good for Fall in silks and combinations of materials.

Separate skirts are shown for all ages from six years up. They are made in taffeta, serge, gingham, chambray, sports cottons and crepes and are made on the same plans as the "real" skirts for grown-ups. No doubt the big demand for middy blouses is responsible for these tiny separate skirts having an existence.

Diminutive Nurses' Uniforms

Fathers have real soldier uniforms, little boys have models of them; mothers have military capes and coats and what is there for the little patriotic girl? Why, military capes and coats just like their mothers and like the uniforms which the nurses wear. These little military capes are in navy blue with scarlet collars and brass buttons and are made of warm materials for Fall. The whole capes of full-length, shorter ones with scarlet hoods attached, cape-coats and coats with close fitting collars are all to be had for the little girl of eight or ten years up to sixteen.

Just now the stores are showing many New York models of fine ginghams made in clever designs. These are trimmed with white voile, batiste, organdie or pique and often have wide fancy patent leather belts. They run from eight to sixteen year sizes and in price from about $7 to $14 retail. Lower priced gingham dresses are to be had, of course, as usual but they are in more staple makes and patterns and of coarser weave.

ILLUSTRATIONS ON PAGE 141

A knot of pink and blue ribbon, filet edging and insertion and a deeply embroidered front make a thing of beauty of this nainsook gown. Made by Allen Mfg. Co. for Spring, 1918.

A reproduction of what the firm call a "famous scrap of paper," the original announcement of Gordon & Mackay when starting in business in Hamilton in 1855.

Canvases, Limited. has been incorporated at Toronto with a capital of $40,000 to manufacture and sell tents, bags and other articles of similar nature.

A GREAT VARIETY OF MODES IN FALL DRESSES

Both in Styles and Materials—Russian Blouse Style Gives Way to Eton and One-piece Dresses—Side Drapes for Afternoons.

MODELS of Fall dresses are very numerous. Considerable attention has evidently been devoted to the matter of originating designs for it would be possible to select one of his "best" from one manufacturer which would be different in every detail from another's "leader." Indeed many more than two such models could easily be found as one examines the output of the various manufacturers. For instance one of Montreal's leading firms features a black charmeuse satin gown with long full side panels caught in zuave effect at the bottom; black georgette sleeves, white georgette vestee; high satin girdle crossing high in the back with ends forming surplice effect up the back over the shoulders and meeting the girdle again in front.

One of the large Toronto houses is making a Burgundy broadcloth coat-dress severely plain with large buttons from throat to hem in front; the collar which is lined with fancy dark silk is reversible. The dress is without pleats of any kind but is cut straight from collar to hem with a medium width belt to mark the waistline; sleeves are narrow with small turned up silk-faced cuffs. A couple of small military breast pockets relieve the severity slightly.

Still another firm shows a navy gabardine with deep flat collar and long cuffs of white satin; side pleated skirt and a goodly amount of grey soutache braiding on the lower half of the front and back of the skirt on the belt and flaps of the almost hidden pockets.

A New York firm is showing a dress modelled after the skating costumes which came out late last winter. The gown is navy gabardine with spats cut in one with the skirt. The lower half of the sleeves is of a cut with lines similar to those of the spats. Covered buttons are in a long line from toes to waist and from elbow to shoulder.

No One Style Predominates

From these extreme differences it is evident that manufacturers are confident of a good Fall dress season. Dresses are offered for every occasion in a variety of materials, colors and styles. It is among dresses chiefly that the buyer must look who wishes to show any novelties in barrel effects and these are not plentiful even there.

In afternoon and dressy gowns the Zouave or Turkish skirt seem to be more in evidence than it was a year ago. It is a feature which combines well with drapes and "occasional" dress styles. The Zouave finish appears sometimes at the sides, sometimes back and front with long straight hanging side panels and sometimes all around. Long pannier pockets and drapes are shown again on silk, satin and crepe frocks. The fulness is not as a rule at the hips, however, but lower. Just which position is selected matters a great deal to the wearer's appearance. A tall slender person may, of course, wear the fulness higher than a stout or shorter person. The effect of slenderness and youth will invariably be sought by the fashionable dresser and this ought to be remembered in the buying and selling of gowns, rather than that fashion says the fulness is just here or there.



A SMART FALL FROCK.

Navy serge and satin messaline are here combined into one of the smartest little frocks of the Fall season. Eton effects are attractively girlish with the high waisted cut. Snap fasteners on the fronts of the jacket hold the long ties from going too far afield. Made by the A. E. Rae Manufacturing Co.

Variety of Collars, Sleeves and Fastenings.

Freedom of choice is also allowed in other features of the new gowns. Sleeves may be narrow or full with cuffs turned up or down, narrow or of elbow length or very wide like Mandarin cuffs. Where the very long cuffs are suitable they are newer, of course, than some other cuts. Girdles may be long and doubled or very wide, but the latter are seen almost exclusively on satin or silk gowns. Silk tassel ends are quite good again. Collars continue in variety. The big majority of gowns of all types show flat collars but the new high effects are to be had. Where the close-fitting collars are shown it is usually with coat-dresses or two-piece Eton styles like the one illustrated.

New Neck Line

Dainty afternoon frocks and those for informal occasions prefer the free necks and for these quite the newest neck line is the horizontal one. This is developed in more attractive finishes than the severe line brought out last year. The new neck may be accompanied by a broad collar of soft light colored material which extends just over the shoulders to the ends of the "straight line," or a soft draped effect of colored silk, satin or Georgette extending all around but retaining the line.

Eton Replaces Russian Effects

As to general cut of dresses the Russian blouse effects seem to have passed, though all types of apron dresses are still prominent. Straight cut cloth dresses pleated and loosely belted are good; those with two-piece Eton effect are better, judging by the number shown. Surplice styles and a few, side fastenings are also among the new models. The natural waistline is preferred though many young girls will wear it slightly raised or lowered. Combinations of materials are good with satin and Georgette used most frequently combined with serge, gabardine, broadcloth, etc. Dresses with fancy ribbon girdles as shown early last Spring have been dispensed with entirely. Basque styles are good. Gowns all of crepe de chine and a fair number of taffeta and Georgette are shown. One firm finds quite a little call for white crepe de chine simply made and trimmed with silk tassels, silk soutache and perhaps a few seed pearls, for wedding and bridesmaids' dresses.

Trimmings, as stated last month are mostly cable stitching, soutache and handwork. Some military braid finds a place but the yardage is small. Rows of one-color beads are shown with the effect of piping which is a new and very smart trimming. Pearl buttons and slides appear on many of the more tailored styles of dress. As with suits the leading colors for dresses are navy, dark wine, green, taupe, nigger brown. Some light blues and sand shades are also favored and dark fancy stripes and plaids. Evening gowns favor silk nets, laces and Georgettes.

INFORMAL ATTIRE

Elaborate Negligees—Blue Satin Model—Batik in New York—Dainty Crepe Overalls

SOME of the new negligees offered for Fall would delight the tastes of Cleopatra. Rich silks and satins, sheer delicate crepes and ninons, yards of filmy lace and cords of gold and silver unite in the dreamy creations. Oriental embroidered chiffon band trimming was very effective on a rose pink crepe de Chine Montreal model. Large balls made of the material of the negligee are used on several models for trimming. They are suspended on silk threads and provide something for a pretty lady to dangle when her thoughts are not being made public.

Another attractive pale blue satin model had several rows of emerald green stitching for trimming. Large shoulder collars, flowing sleeves, and pleated skirts in the two-piece effects are characteristic.

The most striking thing New York has to offer is in the treasures of Batik. This beautiful work of art dyeing is made up with intricate designs and accompanied by much gold cloth and jewelled caps and girdles.

For the average purse there are new developments in cotton crepe garments. These are made into pyjamas and also overalls for house work and very attractive they are in pale blue, pink and old rose and also figured crepes. Several styles are shown which include the coat and trouser style, bib overalls, and also those with sleeves attached. Neat little caps accompany these suits and sometimes both are trimmed with lace or satin ribbon binding.

BATHING OUTFITS

Black and White and Navy and White, With Brilliant Colored Trimmings —Bathing Caps

THE featuring of bathing suits is prominent in New York stores of late. They have also had some attention in Toronto and Montreal and other places. Everywhere black and white and navy and white are the favorite combinations for the suit itself but everything brilliant is shown in the way of trimmings, caps and shoes. Purple and gold, or white, green and white, green and yellow, black and red are other leading combinations in New York stores.

Knitted three-piece suits are said to be selling very well in Toronto stores. Frequently a knitted beach cape accompanies in the same color—usually navy or black.

In the silk and satin suits novel trimmings in this form of straps, buttons, lacings and tassels are shown and even military effects with buttoned pockets are to be had.

Bathing caps with brims sell fairly well but the close-fitting styles with novel bits of trimming such as striped rubber bows, rubber water lilies, and rubber scarfs are the popular ones.



A brassiere designed for a woman with full bust and long waist. Material is linen trimmed with cluny lace; hooks in front. Retails at $1.00. Made by the Canadian H. W. Gossard Co.

RAINCOATS FOR FALL

Cloth Coat Fashions Carried Out in Raincoats—Military Effects in New Fall Models All Belted

RAINCOATS for next Fall have acquired all the interesting features of fashionable cloth top-coats. Indeed some models quite disguise their special purpose by assuming the exterior of a garment designed for fair weather. Light weight tweed raincoats are not new this season but they are very popular. Greys, fawns and checks are numerous. A new checked model in black and white had a thread of Paddy green running through it, a suede belt of green and nickel buttons all of which would make a cheery spectacle on a rainy day.

A model designed for motoring or for the first storms of winter is a warm one of corduroy with shoulder cape, wide collar and belt. Cravenettes are also considered a good Fall line. Transparent silk coats in blue, purple, Burgundy green and fawn sell well, especially for younger women. Light weight silks and satins are used for some of the best models in both plain colors and stripe and plaid designs.

Capes of Military Suggestion

Military effects are shown. Full length capes with close fitting collars, short capes with military pockets, and plenty of brass buttons are features. Like other coats, newest raincoats are almost all belted—sometimes of self material, sometimes of suede or patent leather. One new arrival from New York is of sand colored tussah with full-length cape effect except in front where the coat appearance is retained by a belt at the waist line between the arm openings. There is a very wide collar, which may be worn flat or rolled up closely about the neck.

SWEATER COATS

ARTIFICIAL silk sweater coats have come to be about as staple an article as hairpins. Those in bright solid colors, with sailor collar, V-neck and narrow girdes, despite the hundreds of novelties that the season has brought out, have sold in vast quantities. They were one of the few lines upon which the cool Spring had little effect and are selling even better in the retail stores, now that King Sol is less sparing of his warmth.

Rose has been the favored shade in fancies as well as plain types, but apart from it almost every other shade has a second-place rank. Emerald has caused manufacturers the most concern to procure.

Sailor collars are found on every grade and style of sweater, but the large epaulet collars, shawl effects, and round cape collars have also had a place in novelty lines, which sell well. There are those, too, with no collars at all—in the wool jersey slip-over fancily embroidered or braided lines, which sell as novelties for yachting, tennis, and similar purposes. These are few, however, compared with the collared types.

Navy With Sand or Grey Trimmings

For late Summer and early Fall the very newest sweater coats for the elite are developed in navy blue with either grey or sand turn-back cuffs, girdle, pocket flaps and collar. A few are made of sand or grey with the trimmings of blue, but the former arrangement is the winner. These hail from Montreal. Styles showing two or three rows of shirring across the back at a slightly raised waist line are found more becoming to many figures than whole belts or girdles.

"Shetland" Sweaters Taking Well

The Shetland sweaters to which reference has been made previously in these columns are meeting with much commendation. One Montreal manufacturer describes them as "the big new item that is going strong."

These are sometimes made in middy style with sailor collar, open V-neck, ribbed cuffs and long girdle.

BUILDING UP CORSET AND BRASSIERE SALES

Stout Woman, Well Fitted, Brought in Daughter and Four Other Customers—Sizing Up Their Needs—Measuring if Not Certain—Knowing Points of Each Line.

Written by Corsetiere for Dry Goods Review.

ONE day there was some excitement in the store,—the ground floor at that, for the corset and brassiere and underwear departments of which I am in charge, are located there. I heard my voice called out by several clerks, who seemed anxious for me to come to the rescue. I wondered what dispute was in progress that I was expected to quell.

Calling Me in Loud Voice

I had been away some sections over and on coming back was rather embarrassed by hearing my name called in a loud voice by a rather stout lady, of the type immortalized as "Samanthy." But she was not angry. She was almost bursting with gratitude. I had sold her a corset that fitted her as she had not been fitted before in many, many years, since the time when she was of an average leanness.

Yes, she was so grateful for the fit I had given her that she not only came herself to thank me but brought her daughter to see that she got me to sell her a corset. And that was not all either,—four other sales resulted from the pleasing of the stout, and elderly lady!

Laced It Carefully

I had not fitted her in the ordinary sense of the term. I had simply picked out a line and size that my experience taught me would fit her, and I had laced it carefully. That was all. And that was all that was needed to make her and her house a permanent customer. So I have found on a number of occasions. And that is why the sales in my department have kept on increasing.

Common Sale at $1.50

I have no fitting room yet. But when my department moves up on to the second floor—where I feel that it should be located, so as to provide the amount of privacy that most women prefer in looking at corsets and brassieres, and underwear, though to a lesser extent,—I will have a fitting room adjoining my department and I am confident that with this assistance that I will be able to increase the sales of the higher price goods far above the present ratio. Even as it is the sales of the better class corsets are increasing steadily, and the $1.50 corset has become as common now as the 75 cent and $1.00 lines were a year or two ago.

I love the work. I am an experienced corsetiere but have at times worked in other departments, but none satisfies me as this one. My business is to give my customers a fit that will satisfy them, and then they will come back always to me for the next.

Reducing Corset, $1.50 to $5.50

One day a woman came in for a reducing corset. She had been accustomed to pay from $1 to $1.50. The lowest-priced I had was $1.69, and she probably would have been satisfied to buy this. But after showing her the $1.69 line I brought out one at $3 and another at $5.50. Her first remark was that the cheapest one would do as she never could get a decent fit anyway.

Corset For Every Person

I smiled and remarked that there was "a corset for every person." She was dubious. Finally she allowed me to lace the two higher priced ones on her and the highest priced fitted her so comfortably that after I had gone over the points in



A NEW FALL MODEL.

New brassiere with double shoulder straps, which provide good fit and comfort and keep the brassiere always well adjusted to any position of the wearer. From Model Brassiere Co.

them all she decided to take the $5.50 one,—and her limit before had been $1.50.

As soon as a woman comes towards me I try to size her up and decide which make and size will suit her best. Perhaps she asks for a special size, and I show it to her. If I feel that it is too small for her I remark, "I really don't think it will fit you, madam."

Often her reply is, "But it is the size I have always bought."

Then I come back at her with, "If you don't mind, I would like to measure you."

Allow Three, Not Two Inches

The size I decide on for her is three inches larger than the measurement, although most firms recommend two inches as the allowance. She may still feel it is too big, in which case I tell her that she can exchange it if it is too big. I have never had a single return under such circumstances.

Must Know Your Corsets

The whole thing in the corset department is to see that the goods are comfortable. The corsetiere must know the lines that distinguish the different makes and the different models of each maker. Many of the manufacturers make a mistake in not training their travelers and the clerks all over the country in the fine points of their lines. A few do, and they are the ones that are succeeding best.

Advising on Brassieres

One of the directions I give to my customers is to see that the lower lacing is done first before that at the waist. Also to unlace them at night. In the case of brassiere I often suggest to a woman that it would be better for her to wear a brassiere, especially if she is wearing a low bust corset. One must be careful of course about what one says, but a knowledge of customers settles this. I always show the brassiere in the department over a corset and this display sells a good number.

I think I could talk all day on corset selling but must stop for this time.

CORSETS AND BRASSIERES

IN addition to the models illustrated there are some other new cuts of brassieres in the Fall ranges. One is designed for a medium figure: it is made of all-over embroidery and is trimmed with imitation Irish lace run with pink ribbon. Another is for the woman with very long lines. This one is made of heavy linen trimmed with linen lace and has the edge run with pink satin ribbon. It hooks in the back.

In the new corset models for Fall selling are some few new features. One smart model for a full medium figure has a special garter attachment to reduce the abdomen. The front garter is wide and continues in one piece high into the gore of the corset.

Boning in models designed for athletic wear is stopped with silk floss which is designed to give longer wear.

One firm has patented straps which are wide in front and taper from the front fastening and top of suspenders to the hips and likewise from the back to hips where they are secured by a small buckle.

Demand is increasing rapidly for broche in both pink and white and for light boning. Plenty of elastic insets are found in new models to give ease at all times. Gores inset in the bust of low top corsets are a good feature of new models.

HOW A WINNIPEG STORE SHOWS READY-TO-WEAR



THIS is a view of the Ready-to-Wear Department of the new store of Holt,Renfrew & Co., of Winnipeg. There are a number of points about it that will appeal to the managers of other similar departments, and some that may be followed to advantage.

In a letter to DRY GOODS REVIEW the head of the department, Mr. J. D. Coughlin, states that down the entire side of the show room there is good outside light, and between each window a large mirror with swing doors "which gives us a selling space with excellent daylight. The outside wall, the one at the back of the picture, is taken up with mahogany wall cases extending across both walls at the end.

"There is also a large square display case at each end which is quite noticeable when the customer is leaving or approaching the elevator, and which we at all times endeavor to keep nicely dressed up with light-colored merchandise. We also have a number of silent salesmen and mahogany counters placed at intervals on the floor.

"We expect to have our Fall opening about August 15, with a full range of furs of all kinds, cloth suits and coats, silk dresses, blouses, skirts and silk sweaters. We will not send out notices of the opening, but will use the newspapers entirely."

A noticeable point about the display features of this fine looking department is the setting out of silk sweater coats and blouses on stands on top of the cases.

SMITH & MANOLSON

Factory and Showroom:

74 Dorchester Street West
MONTREAL

No. 630.
1-piece Serge Dress



Made of English medium weight Union. The model that has attracted the attention of all buyers. Sizes 14 to 20, 34 to 42. Our next best bet..... **$4.75**

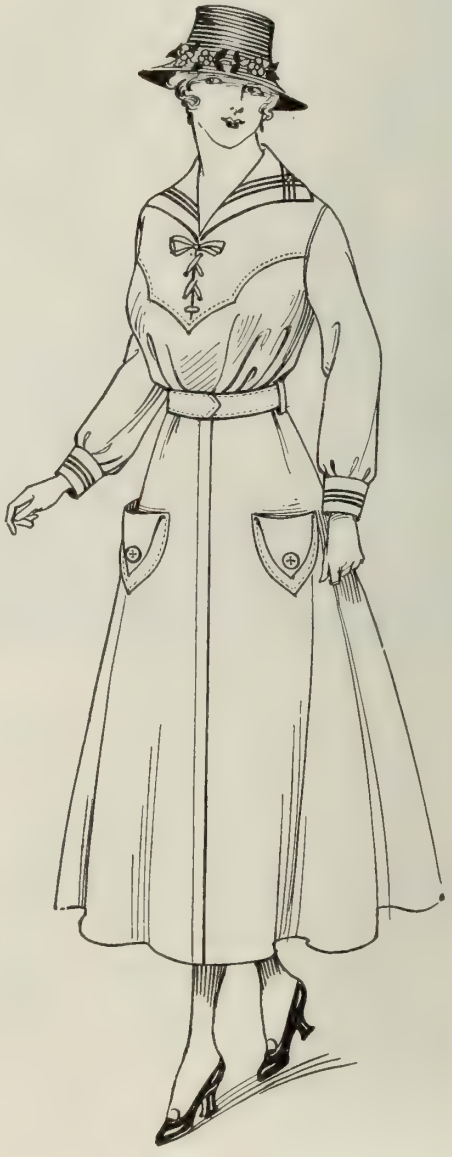
Middies

Wash Skirts

Sport Skirts

Sport Suits

No. 631
2-piece Serge Dress



Made of heavyweight Union. The ideal School and College Dress, detachable skirt and blouse. Sizes 14 to 20, 34 to 42. Our leader..... **$5.00**

Terms—Net 10 Days 1st following.

ORDER AT ONCE TO ASSURE PROMPT DELIVERY FOR FALL TRADE

SMITH & MANOLSON

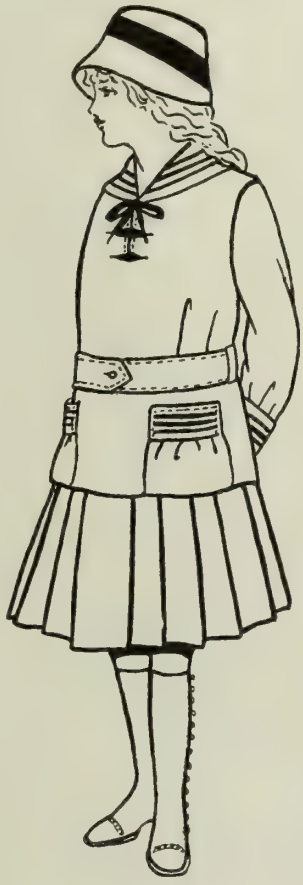
MANUFACTURERS OF

MIDDIES **SPORT SKIRTS**
WASH SKIRTS **SPORT SUITS**



No. 603
Serge Middy

Best quality union serge, lace front, assorted colored silk laces and braid. A business-getter price. Dozen **$28.00**



No. 621
Child's Serge Middy

Best quality union serge, adapted for school wear. Price, dozen **$24.00**

No. 651
Child's Serge Skirt

Pleated all around, lawn bodice. Excellent value. Per dozen **$22.50**



No. 604
Serge Middy

Best quality union serge, open front, coat effect, assorted silk braid, red and white. Our best seller. Price, dozen.... **$30.00**

Terms—Net 10 Days 1st following.

ORDER AT ONCE TO ASSURE PROMPT DELIVERY FOR FALL TRADE

Factory and Showroom:

74 Dorchester Street West - MONTREAL

SMOCK OVERALLS

★

A Modest and Attractive Garment for Practical Women at Popular Prices

★



The Canadian Converters' Co. Limited.
Montreal

When in New York
Call on

I. GROSSMAN & SON

MANUFACTURERS OF

Misses' Suits *and* Coats

at popular prices

Complete Fall Line now being shown.

Inspection Invited.

38-44 EAST 30TH STREET
(NEAR MADISON AVE.)

NEW YORK, N.Y.

This is a reproduction of one of our advertisements. Model Brassiere advertising appears in 11 National Magazines, including the LADIES' HOME JOURNAL. Our advertisements are read by 26,000,000 readers.





For Your Own Sake

Handle "Elite Brand" Waterproof clothing.

Quality
Style
Value

All the best. Go through our Fall line now in the hands of our travellers.

You will find many styles and patterns you'll recognize as good sellers.

We are still keeping down prices to the lowest notch.

THE
Montreal Waterproof Clothing Co., Ltd.
The largest and oldest Waterproof Clothing House in Canada
MONTREAL, CANADA

Speed Up Waist Sales

Here's a line that will meet with the approval of the majority of women. They will find a quality of style and workmanship only expected in higher priced lines.

It is because we have specialized on this $9.00-a-dozen line that we are able to give exceptional value which makes for quick sales.

In popular styles in regular and fancy materials.

Let this line help you boost your waist sales this summer.



The Unbeaten $9.00 Line

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec

Distinction

The key-note of our advance display of

STAR SKIRTS

To buyers who are weary of the similarity of modes, we offer a refreshing newness of style and fabric in our latest display of Star Skirts.

See this showing and realize how perfectly it meets the demand your customers are making now for more and better separate Skirts.

Star Skirt Co., 15-19 East 26th St., New York

Chicago Office: Textile Building, Corner Adams Street and 5th Avenue

Satisfaction

It goes with the guarantee on every

NEVRSRINK

TRADE MARK

Guaranteed Wash Skirt

Show your customers the guarantee Tag on all Nevrsrink Skirts, that insures their washing without shrinking, and the sale is easy for you—absolutely satisfactory for your customer.

Our national advertising has made Nevrsrink Skirts more in demand than ever.

Nevershrink Skirt Co., 15-19 East 26th St., New York

Chicago Office: Textile Building, Corner Adams Street and 5th Avenue



What is your particular need in Coats ?

Every type of coat—Plush Coats, Velour Coats, Tweed Coats, Rain Coats—top coats of every description for misses and women are in our Fall line for your choosing.

It makes no difference what your needs are, we can satisfy them.

All the newest authentic styles are represented throughout the entire range.

Every garment shows evidence of careful workmanship. Excellence of make and finish is a strong "National" feature.

A range of prices that provides for all classes of trade.

"Everything in Coats"

See the "National" man with his Fall samples.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B



STYLE F317 TERMS 3/10

Fine Quality Double Warp Serge Suit with a serge venetian lining; jacket full flared and 34 inches long, belted model with buckle at front and back; has large convertible collar, flared skirt with belt.

Price $7.75

Sizes 14 to 44.

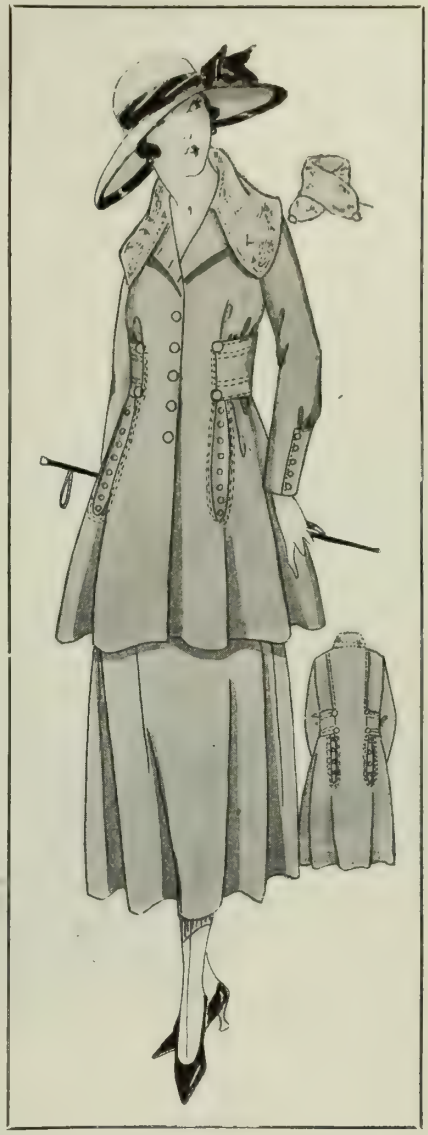
Colors: Navy and Black.

Our Only Salesman Says:

"Compare these phenomenal values with what you have already seen, then send for samples.

See Our Complete Line in New York as we have no travelling salesmen."

Tremendous stocks always on hand for immediate delivery.



STYLE F330 TERMS 3/10

All Wool Heavy Poplin Suit, lined throughout with "Sol Satin"; jacket full flared and 34 inches long, novelty cut, with pockets, trimmed with silk stitching and buttons; "submarine collar" of moline; flared skirt with belt and pockets. Sizes 14 to 44.

Price $12.75

Colors: Black, Navy, Brown and Green

Suits $7.50 to $18.00

Herzog's

Cloak & Suit Co. Inc.
1333 Broadway
at 35th & 36th Sts. New York
SAMUEL HERZOG PRES.

Coats $5.50 to $18.00



A COMPLETE new range of voile waists for July and August selling is now being shown. These feature new style ideas in both high and low neck models.

DELIVERY IN TEN DAYS TO TWO WEEKS

LADIES' WEAR, LIMITED

W. F. GOFORTH, President

563 College Street, TORONTO



$12.50
to
$40.00

Attractive Display of Original Fall Styles

—War conditions have not disturbed us. We have prepared for the coming Fall more lavishly than ever.

—To stimulate selling, we have created some very fascinating styles.

—You should see them—

M. & H. Rentner

Dresses

2-16 West 33rd St., New York City

Daintina—No. 500—
—A dainty Afternoon Dress of taupe georgette
—and others—

J. Wise Company

INCORPORATED

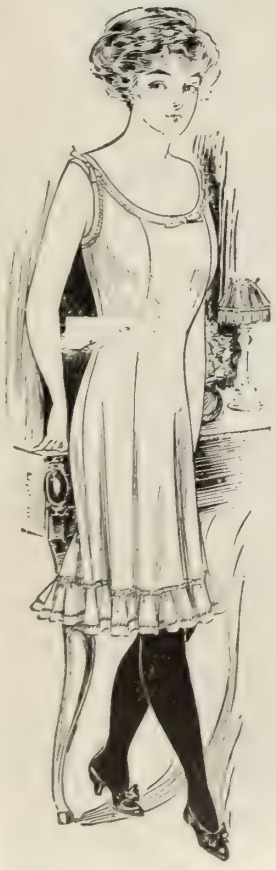
Women's, Misses', Children's Dresses

and

Waists

33 to 43 East 33rd Street

New York



AN OLD FIRM
WITH A NEW LINE

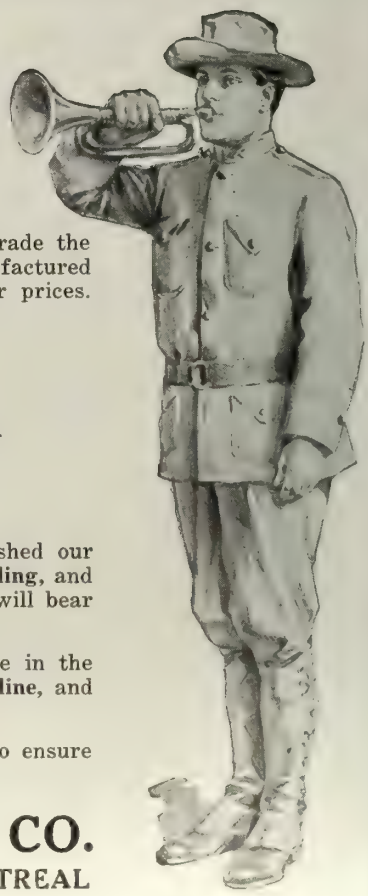
We beg to announce to our many friends in the trade the addition of a new line of **SILK UNDERWEAR**, manufactured by us in the highest quality and styles at popular prices.

TRADE K **MARK**

The above trade-mark on our Kimonos has established our reputation for **Quality, Style, Value** and **Square Dealing**, and it will be as well protected on our new line which will bear the same brand.

A complete range of these samples will shortly be in the hands of our travellers, **together with our Kimono line**, and we bespeak a careful inspection.

If you are not on our calling list, drop us a line to ensure seeing this interesting range.



KASSAB KIMONO MFG. CO.

SOMMER BLDG., 37 MAYOR STREET, MONTREAL

"Business Is Good With Us"

and we shall

Keep It Good With Our

Great Fall Line

Novelty Styles and Big Values in

Coats and Suits

—the line for you to see, to buy, to show, to sell.

We carry the largest stocks of ready-to-ship garments of the better kind in the city—and *every Coat* or *Suit* has the *superiority that comes from good materials and careful making.*

LEVETT, FRANK & COMPANY

40-42 WEST 32d STREET - - NEW YORK

WE ARE READY FOR YOU NOW!



No. 5550. Girl's dress made of fine quality storm serge. Big wide pique collar, two-tone embroidery on belt. Trimmed with hanging ball buttons to match embroidery on waist. Colors—wine, navy and brown. Sizes 6, 8, 10, 12, 14. Price $3.50 each.

Our Complete Line of

DRESSES

For Children, Intermediates and Juniors is waiting for your consideration.

Sizes 2 to 6—6 to 14.
Sizes 12 to 16 Flapper Dresses.
Sizes 13 to 17 Juniors.

When you see this line, you will recognize the profit possibilities this line offers for Fall.

We have on hand for immediate delivery Wash Dresses for school wear, ranging in price from $5.50 to $30.00 per dozen.

Woolen Dresses from $2.00 to $8.00 each.

THE LARGEST CHILDREN'S DRESS HOUSE IN THE COUNTRY S B & Co ESTABLISHED 1860

BORGENICHT & SONS CO., Inc.

Chicago
520 Medinah Bldg.
B. Simon

1115 Broadway, New York City

San Francisco
508 Commercial Bldg.
C. Zeiner



A "VOGUE" IN
OVERALLS

It's a fact, overalls have actually become "fashionable." In the search for the best possible overall for women war workers, so many attractive and useful garments were evolved that women have been taken by storm with the "overall idea."

Let's get together now and make this "vogue" permanent. The styles we have put on the market lately will bring you the business, and help you to hold it. Push "Carhartts'" now, and keep the demand active.

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

Toronto Montreal Winnipeg Vancouver

Standard BRAND

SPECIALISTS IN FINE WAISTS

We have made up and in stock a good assortment of

Wash Waists

for immediate delivery at prices from $21.00 to $42.00 a dozen.

One number particularly, 920—a Jap Silk of heavy weight in new Rainbow stripes—Four different combinations. Has large sailor collar and trimmed with white. $42.00 a dozen.

This is a very striking model and a big seller.

Write for Samples.

Be sure and call and see us when in the city on your Fall buying trip.

Standard Ladies Wear
Limited

161A SPADINA AVE. ADEL. 3654
TORONTO

"The Bread and Butter Line"

READY FOR INSPECTION

FALL, 1917, COATS and SUITS

The selling power of our garments is well known to most of the discriminating buyers, and it will prove a matter of utmost importance to see our productions.

Though moderately priced, they offer a superior grade of Style and Fabric value which only years of effort along these lines have rendered possible.

When in the city make it a point to visit the Home of Bread and Butter Garments.

The Montreal Cloak & Suit Manufacturing Co., Inc.

1080 St. Lawrence Blvd., MONTREAL

High Class Serge and Wool Skirts at Popular Prices.

Samples on request, prepaid.

SKIRTS

ROYAL SKIRT CO.
Manufacturers
Ladies' and Children's Skirts
1440 St. Lawrence Blvd.
MONTREAL

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

DRY GOODS REVIEW
Special Service Department

Fall line now ready

Silk and Serge Ladies' and Misses'

Skirts and Dresses

We beg to announce that our Fall range now in the hands of our salesmen comprises a most complete line of **Styles** and **Fabrics** direct from all the fashion centres. If our traveller does not see you write us and we will arrange for you to inspect the line.

The COOPER SKIRT Co.

46 St. Alexander Street
Montreal

For Manufacturers of Design Fabrics,

including cloth, silks, oilcloth, wall paper, etc.

Photo-mechanical machines and processes for making **DESIGNS FOR PRINTING ROLLERS** and for placing same on rollers.

Let us supply your wants with one of our litho-textile installations, consisting of step and repeat machine, cameras and printing frame for making design plates; machine for transferring designs on to printing rollers, and processes. Inquiry for further particulars may be made at Canadian Machinery Corporation, Ltd., Galt, Ont., Canada, where machines will be made upon order, or to the Company's home office, **Lithotex Corporation**, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
131,305	Feb. 28, 1911	137,393	Dec. 19, 1911	143,172	Oct. 8, 1912
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,277	Dec. 12, 1911	140,323	May, 14, 1912	149,258	July, 15, 1913
137,391	Dec. 19, 1911	140,760	May, 28, 1912	149,259	July 15, 1913
137,392	Dec. 19, 1911	141,157	June, 18, 1912		

Men's Leather Belts
THE BROPHEY-CHESTER LINE

We are now showing for Spring the most complete range ever shown the Canadian trade.

The combined buying power of the two factories has enabled us to produce a line containing all the latest novelties in LEATHER, FABRIC and ELASTIC Belts, with ADJUSTABLE, FLAG, and JEWELRY buckles.

Remember, with the *Brophey-Chester* line you are not compelled to buy in assorted sizes only, we sell you any quantity in any size you need from 24 to 50 inches.

See our line of belt combinations for the holiday trade.

The Brophey Suspender Company, Limited

Office and Factory
472 Bathurst St.

TORONTO

Sales Room
266 King St. W.

The Byard Manufacturing Company

Nottingham, England

Manufacturers of:—Ladies' Silk Back and Fringe Nets, Wig Nets, Veilings (all classes), Plain Nets and Mosquito Nets.

Wholesale and Export Trade Supplied only

Samples on application from:—

J. L. & A. IDDON, 505 Carlaw Building, Wellington St. West, TORONTO
Representatives for Ontario, Quebec and Maritime Provinces.

ROBERT CLEAT & CO., 409 Boyd Bldg., Portage Avenue, WINNIPEG
Representatives for Manitoba and Saskatchewan.

J. W. LEATHORNE, 600 Mercantile Bldgs., Homer St., VANCOUVER, B.C.
Representatives for Alberta and British Columbia.

One of the 150 Models

in our splendid Fall Showing OF COATS

Every one exceptional in VALUE, STYLE and WORKMANSHIP.



(Front and Back View)

No. 259-C English Frieze

A 48-inch model, lined throughout. *The large cape collar is of a rich fur* resembling Kolinsky—*finished with tails. All around belt with buckles Patch pockets. Sizes* 16 *to* 44.

$10.00 Net

IN OUR SHOWROOMS

COATS

IN

VELOURS	BURELLAS
SILVERTONES	BROADCLOTHS
KERSEYS	BOLIVIAS

POMPONS, and other new fabrics

from $10.00 to $35.00

No. 259-C

ENGLISH FRIEZE

$10.00 Net

THE SAME LOW PRICES AND GOOD STYLES PREVAIL IN SUITS

HARRY WADLER

105 Madison Ave., Kaye Building NEW YORK

A LEADER FOR THE 10c TRADE

THE CANADIAN MAID

JUST SLIP IT ON

E-Z-FIT VEIL

COPYRIGHT APPLIED FOR

NO PINS
NO TYING
FOR GOLFING
MOTORING, WALKING
RIDING, SHOPPING AND
GENERAL WEAR

Color—BROWN

Send your sample order to-day ***Colors Black or Brown*** ***Price $6.00 per gross***

The NOVELTY LACE & VEILING CO., 76 BAY STREET TORONTO



Patented button-down skirt showing neat jacket effect.

Skirt up showing suspenders which are attached to back of jacket.

Showing the convenient drop seat arrangement.

Patented in Canada

A One-Piece Work Suit that will be a Permanent Seller

ARM & HAMMER BRAND
SHIRTS OVERALLS
J. A. HAUGH MFG. CO. LTD.

HAS all the advantages of separate smock and pants — ease, comfort, durability and convenience.

Our One-Piece is cut like a suit of clothes. Concealed elastic patented suspender, patent drop seat; no tiring shoulder strap, no binding belt, no loose coat tails—just an ideal, snug-fitting work suit that's going to be a real, live seller.

The cotton market is jumping madly. Order before further advances are forced on us.

The J. A. Haugh Manufacturing Company, Limited

TORONTO - - CANADA

Waists, Skirts and Dresses

MIGHTY INTERESTING

Our Salesmen are now showing our New Fall Line of LADIES' WAISTS, SKIRTS and DRESSES, and the range is very complete. If anything is new and worth showing, you may be sure

WE HAVE IT

and we will have it in stock, too, as long as the supply lasts. We were extremely fortunate in getting deliveries of large quantities of Merchandise we use in our various lines, and you may be sure

THE PRICE IS RIGHT

Our designers have been making a careful study of all Style tendencies and we can assure you that every waist, skirt or dress we show has been designed for clever, particular dressers who appreciate good style and workmanship, and special values offered in our line and our numbers are all

MONEY MAKERS

If our Salesmen do not get to you as soon as you would like to have them, please advise us, or ask for samples direct.

Yours for

SERVICE

Helena Costume Co.
Limited
LONDON, ONT.

Aprons, Children's Rompers

We specialize on
Women's Aprons and Children's Rompers
Kimono Aprons our big feature

Send for Samples

(We pay all delivery charges on samples)

We can save you money on these lines—try us

A. E. WEGENAST

CLYDE BLOCK
HAMILTON, ONT.

"Albo" White Cake Shoe Dressing

for White Canvas, White Leather and other White Shoes

ECONOMICAL CONVENIENT



"ALBO" will please your customers. It is in cake form, compressed, and will not dry up. Held in a lacquered metal box that will not break. Handy, convenient, economical and goes further.
Our Bostonian Creams for the colored kid shoes being worn so extensively.
SHUCLEAN is a splendid preparation for fine grade white shoes.
For Ladies' and Children's shoes, recommend our old reliable **Gilt Edge** Black Self-Shining Dressing.

Order from your jobbers.

Whittemore's Shoe Polishes

Quality *Variety*

Something Extraordinary

The August number of "OUR DRUMMER" catalogue which soon will be in the mails, contains a SPECIAL ANNOUNCEMENT of vital interest to our trade. The arrival of "OUR DRUMMER" always is looked forward to by its users as the big merchandise event of the month. But this is an especially important number because it has to do with our Fortieth Anniversary—an event we shall celebrate in a way that will mean unprecedentedly big things to all who buy merchandise from Butler Brothers. Watch for it. Don't make your buying plans until you get it.

BUTLER BROTHERS

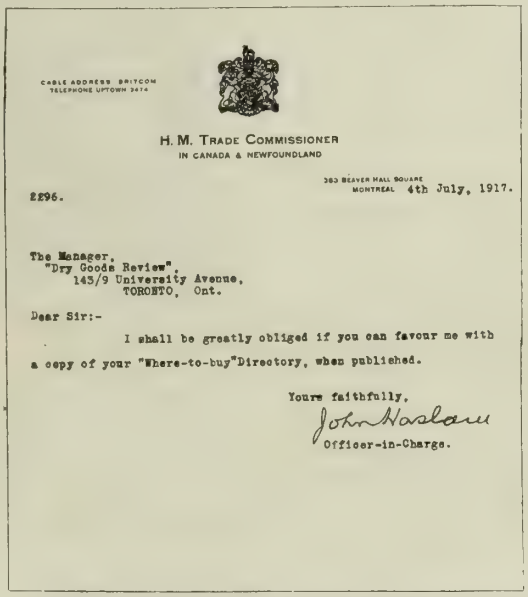
Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS
MINNEAPOLIS DALLAS

"WHERE-TO-BUY" DIRECTORY

This is the most comprehensive buyers' guide ever published in DRY GOODS REVIEW *and should be of great value to our readers in making their purchases during the coming Fall months. Hang up your copy of this issue in a convenient place and refer to the directory pages often. Most of the firms mentioned in the directory have advertisements in this number and particulars about their lines and their full addresses may be obtained by reading their announcements. A special directory of Store Equipment and Display Fixtures will be found at the end of this Directory.*

AEROPLANES, TOY
Menzies & Co., Toronto.
ALLOVERS
Canada Veiling Co., Toronto.
APRONS
Canadian Converters Co., Montreal.
H. S. Peters, Welland, Ont.
Phoenix Novelry Co., Toronto.
APRONS, FANCY
Flett-Lowndes & Co., Toronto.
ARM BANDS
Brophey Suspender Co., Toronto.
A. Weyerstall & Co., Toronto.
Wrinch, McLaren & Co., Toronto.
ART EMBROIDERIES
American Embroidery Co., Montreal.
Campbell, Metzger & Jacobson, New York.
ARTIFICIAL FLOWERS
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
ARTIFICIAL FLOWERS, MILLINERY
G. Goulding & Sons, Toronto.
Robert C. Parsons, Toronto.
ARTIFICIAL FLOWERS, TABLE
Abbott Bros., Toronto.
ARTIFICIAL SILK
Campbell, Metzger & Jacobson, New York
ARTIFICIAL SILK FLOSS
Hambly & Wilson, Toronto.
ARTIFICIAL PALMS
Delfosse & Co., Montreal.
Robt. C. Parsons, Toronto.
ART LACE
Kassab Kimona Mfg. Co., Montreal.
ART LINENS
Campbell, Metzger & Jacobson, New York.
ART NEEDLEWORK
Campbell, Metzger & Jacobson, New York.
Hambly & Wilson, Toronto.
ART NOVELTIES
Campbell, Metzger & Jacobson, New York.
ART SILK BRAIDS
Moulton Mfg. Co., Montreal.
ASBESTOS TABLE COVERS
Campbell, Metzger & Jacobson, New York.
ATHLETIC UNDERWEAR CLOTHS
Cohn-Hall-Marx Co., New York.
AUTO CAPS, MEN'S
Can. Consolidated Rubber Co., Montreal.
AUTO COATS, MEN'S
C. Kenyon Co., New York.
AUTO COATS, WOMEN'S
C. Kenyon Co., New York.
AUTO GAUNTLETS
R. G. Long & Co., Toronto.
AUTO GLOVES
R. G. Long & Co., Toronto.
AUTO HATS, WOMEN'S
Can. Consolidated Rubber Co., Montreal.
AUTO SUITS
H. S. Peters, Welland, Ont.
AUCTIONEERS TO THE TRADE
Dominion Auction House, Toronto.
BABIES' COATS
Jas. Richardson & Co., Toronto.
BABY CARRIAGE COVERS
Campbell, Metzger & Jacobson, New York.
BABY VEILS
Canada Veiling Co., Toronto.
BAGS, MILLINERY
Specialty Paper Bag Co., Toronto.
BALBRIGGAN UNDERWEAR
Kingston Hosiery Co., Kingston, Ont
BATHING SUITS
Canadian Converters Co., Montreal.
R. G. Long & Co., Toronto.
Monarch Knitting Co., Dunnville, Ont.
BATH CURTAINS
Can. Consolidated Rubber Co., Montreal.
BEACH CLOTHS
Cohn-Hall-Marx Co., New York.
BEADED TRIMMINGS
Canada Veiling Co., Toronto.
BELTS, ELASTIC
Brophey Suspender Co., Toronto.
BELTS, FABRIC
Brophey Suspender Co., Toronto.
BELTS, LADIES'
R. D. Fairbairn Co., Toronto.
BELTS, MEN'S
A. Weyerstall & Co., Toronto.
BELTS, MEN'S LEATHER
Brophey Suspender Co., Toronto.
BELTINGS
Will P. White, Ltd., Toronto.
BILL FOLDS
Julian Sale Leather Goods Co., Toronto.
BINDINGS
Belding-Paul-Corticelli, Ltd.
BLANKETS
W. R. Brock Co., Montreal.
W. R. Brock Co., Toronto.
BLANKETS, COTTON
Dominion Textile Co., Montreal
Greenshields, Ltd., Montreal.
BLANKETS, WOOL
Greenshields, Ltd., Montreal.
Horn Bros., Lindsay, Ont.
BLOOMERS, BOYS
J. A. Haugh Mfg. Co., Toronto.
BLOUSES, BOYS'
Williams, Greene & Rome, Kitchener.
BLOUSES, COTTON
Ladies Wear, Ltd., Toronto.
Manhattan Waist Co., Montreal.
BLOUSES, JAP SILK
Manhattan Waist Co., Montreal.
BLOUSES, SILK
Ladies Wear, Ltd., Toronto.
BLOUSES, VOILE
Manhattan Waist Co., Montreal.
BUST FORMS
Delfosse & Co., Montreal.
BOUDOIR CAPS
Flett-Lowndes & Co., Toronto.



CABLE ADDRESS: BRITCOM
TELEPHONE UPTOWN 3474

H. M. TRADE COMMISSIONER
IN CANADA & NEWFOUNDLAND

360 BEAVER HALL SQUARE
MONTREAL 4th July, 1917.

2296.

The Manager,
"Dry Goods Review",
143/9 University Avenue,
TORONTO, Ont.

Dear Sir:-

I shall be greatly obliged if you can favour me with a copy of your "Where-to-buy"Directory, when published.

Yours faithfully,
John Haslam
Officer-in-Charge.

Above letter shows importance of this directory from the standpoint of the advertiser in Dry Goods Review.

Ladies Wear, Ltd., Toronto.
Novelty Lace & Veiling Co., Toronto.
Phoenix Novelry Co., Toronto.
BROWNIES, BOYS'
H. S. Peters, Welland, Ont.
KNICKERS, BOYS'
J. A. Haugh Mfg. Co., Toronto.
BOYS' SLIP-ONS
C. Kenyon Co., New York.
BRAIDS
American Embroidery Co., Montreal.
Belding-Paul-Corticelli, Ltd.
D. B. Fisk & Co., Chicago.
Moulton Mfg. Co., Montreal.
A. Weyerstall & Co., Toronto.
Will P. White, Ltd., Toronto.
BRASS GOODS
Geo. H. Hees, Son & Co., Toronto.
BRASS RAILINGS
Clatworthy & Son, Toronto.
BRASSIERE CLOTHS
Cohn-Hall-Marx Co., New York.
BRASSIERES
Model Brassiere Co., New York & Montreal.
Muser Brothers (Canada), Ltd., Montreal.
Can. H. W. Gossard Co., Toronto.
Parisian Corset Co., Quebec.
BRASSIERES, REDUCING
Model Brassiere Co., New York & Montreal.
BRIDAL ILLUSIONS
Gottschalk, Gartman & Co., New York.
BRIDAL VEILS
Canada Veiling Co., Toronto.
BRILLIANTINES
Pacific Mills, Lawrence, Mass.
BROAD SILKS
Ch. Mouterde (United Makers), Toronto.
BRUSH SETS
Julian Sale Leather Goods Co., Toronto.
BUCKLES
A. Weyerstall & Co., Toronto.
BUFFALO ROBES
Galt Robe Co., Galt, Ont.
BURLAP
Dominion Oilcloth Co., Montreal.
BUST SUPPORTERS
Model Brassiere Co., New York and Montreal.
BUTTONS, CELLULOID
Forsyth-Kimmel Co., Kitchener.
A. Weyerstall & Co., Toronto.
BUTTONS, COMPOSITION
A. Weyerstall & Co., Toronto.
BUTTONS, COVERED
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A. Weyerstall & Co., Toronto.
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American Embroidery Co., Montreal.
Moulton Mfg. Co., Montreal.
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BUTTONS, GLASS
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BUTTONS MANUFACTURERS
Dom. Button Mfgrs., Kitchener.
BUTTONS, METAL
A. Weyerstall & Co., Toronto.
Forsyth-Kimmel Co., Kitchener.
BUTTONS, PEARL
Forsyth-Kimmel Co., Kitchener.
Prime & Rankin, Ltd., Toronto.
A. Weyerstall & Co., Toronto.
Wrinch, McLaren & Co., Toronto.
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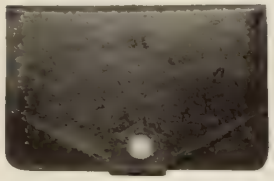
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DRESSES, SERGE
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Vogue Waist Co., Montreal.
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Vogue Waist Co., Montreal.
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Ladies Wear, Ltd., Toronto.
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FUR CLOAKS, LADIES'
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L. Gnaedinger, Son & Co., Montreal.
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Moulton Mfg. Co., Montreal.
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GLOVES, LININGS
Kingston Hosiery Co., Kingston, Ont.
GLOVES, WOOLLEN
Alexander Glove Co., Montreal.
Avon Knitting Co., Stratford.
R. M. Ballantyne, Ltd., Stratford.
Dent, Allcroft & Co., Montreal.
GRANITES
Pacific Mills, Lawrence, Mass.
GRASS MATTS
J. B. Henderson & Co., Toronto.
GREAT COATS, WOMEN'S
C. Kenyon, New York.
HABERDASHERY
John Macdonald & Co., Toronto.
HAIRNETS
Novelty Lace & Veiling Co., Toronto.
Will P. White, Ltd., Toronto.
Thompson Lace & Veiling Co., Toronto.
HALF-HOSE
Kingston Hosiery Co., Kingston, Ont.
HAMMOCKS
Galt Robe Co., Galt, Ont.
HANDBAGS
Novelty Lace & Veiling Co., Toronto.
HANDBAGS, LADIES'
Julian Sale Leather Goods Co., Toronto.
HANDKERCHIEFS
Flett, Lowndes & Co., Toronto.
Lace Goods Co., Toronto.
Ladies Wear, Ltd., Toronto.
Phoenix Novelry Co., Toronto.
Prime & Rankin, Ltd., Toronto.
Thompson Lace & Veiling Co., Toronto.
Westlake Bros., Ltd., Toronto.
HANDKERCHIEFS, MEN'S KHAKI
Lace Goods Co., Toronto.
HAWLEY, ALFRED, HINCKLEY, ENG.
Alexander Glove Co., Montreal.
Atlantic Underwear Co., Moncton, N.B.
R. L. Baker & Co., Toronto.
W. R. Brock Co., Toronto and Montreal.
John Macdonald & Co., Toronto.
HARDWARE SPECIALTIES
Torcan Fancy Goods Co., Toronto.
HATS, BOYS
John W. Peck & Co., Montreal.
HAT CASES
Jones Bros. & Co., Toronto.
HATS, LADIES' TRIMMED
D. B. Fisk & Co., Chicago.
Gage Bros. & Co., Chicago.
HATS, MEN'S
John W. Peck & Co., Montreal.
HAT FRAMES
D. B. Fisk & Co., Chicago.
Seckendorf & Co., Inc., New York.
HAT PINS
Wrinch, McLaren & Co., Toronto.
HAT STANDS
Clatworthy & Son, Toronto.
HOSE SUPPORTERS
Parisian Corset Co., Quebec.
Wrinch, McLaren & Co., Toronto.
HOSE SUPPORTERS, HESSCO
A. Weyerstall & Co., Toronto.
HOSIERY
Alphonse Racine, Ltd., Montreal.
Avon Knitting Co., Stratford.
R. M. Ballantyne, Ltd., Stratford.
Butler Bros., Chicago.
Circle Bar Knitting Co., Kincardine.
Greenshields, Ltd., Montreal.
Kingston Hosiery Co., Kingston.
McIntyre Son & Co., Montreal.
Mercury Mills, Ltd., Hamilton.
Monarch Knitting Co., Dunnville.
Muser Bros. (Canada), Ltd., Montreal.
Tooke Bros., Montreal.
HOSIERY CABINETS
Jones Bros. & Co., Toronto.
HOSIERY, CHILDREN'S
Allen Bros. & Co., Toronto.
Chipman-Holton Knitting Co., Hamilton, Ont.
HOSIERY DISPLAY FORMS
A. S. Richardson Co., Toronto.
HOSIERY, GIRLS' AND BOYS' COTTON-RIBBED
Thomson Knitting Co., Toronto.
HOSIERY, INFANTS
Allen Bros. & Co., Toronto.
Chipman, Holton Knitting Co., Hamilton.
HOSIERY, LADIES' MERCERIZED AND HOSIERY, MEN'S CASHMERE
Allen Bros. & Co., Toronto.
HORSE COVERS
Can. Consolidated Rubber Co., Montreal.
HOUSE FURNISHINGS
Alphonse Racine, Ltd., Montreal.
W. R. Brock Co., Toronto and Montreal.
John Garland, Son & Co., Ottawa.
John Macdonald & Co., Toronto.
IMITATION LINENS
Cohn-Hall-Marx Co., New York.
INFANTS' BANDS
C. Turnbull Co., Galt, Ont.
INFANTS' BOOTEES
Louis Schlesinger & Co., New York.
INFANTS' CAPS AND MITTS (KNITTED)
William Trow Knitting Co., Stratford.
INFANTS' CARRIAGE ROBES
Louis Schlesinger & Co., New York.
INFANTS' CLOAKS
R. D. Fairbairn Co., Toronto.
INFANTS' COATS
R. D. Fairbairn Co., Toronto.
INFANTS' HOODS
Louis Schlesinger & Co., New York.
INFANTS' MITTENS
Louis Schlesinger & Co., New York.
INFANTS' PULLOVERS
Louis Schlesinger & Co., New York.
INFANTS' SACQUES
Louis Schlesinger & Co., New York.
INFANTS' SWEATERS
Louis Schlesinger & Co., New York.
INFANTS' NOVELTIES
Rite Specialty Co., New York.
INFANTS' SWEATER SETS
Louis Schlesinger & Co., New York.
INFANTS' TOQUES
Louis Schlesinger & Co., New York.
INFANTS' WEAR
Jas. Richardson Co., Toronto.
INSTRUCTION BOOKS ON CROCHET WORKS
Hambly & Wilson, Toronto.
ITALIAN CLOTHS
Ferguson Bros., Montreal.
IVORY TOILET GOODS
Torcan Fancy Goods Co., Toronto.
JAPANESE GOODS
G. R. Gregg & Co., Toronto.
JERSEYS
R. M. Ballantyne, Ltd., Stratford.
Monarch Knitting Co., Dunnville, Ont.
JEWEL CASES
Julian Sale Leather Goods Co., Toronto.
JEWELRY
Torcan Fancy Goods Co., Toronto.
Wrinch, McLaren & Co., Toronto.
JEWELRY, MEN'S
A. Weyerstall & Co., Toronto.
JUMPERS
H. S. Peters, Ltd., Welland, Ont.
KEN-REIGN COATS, MEN'S
C. Kenyon Co., New York.
KEN-REIGN COATS, WOMEN'S
C. Kenyon Co., New York.
KHAKI COATS
Hamilton Carhartt Cotton Mills, Toronto.
KHAKI TROUSERS
Hamilton Carhartt Cotton Mills, Toronto.
KIMONOS
Kassab Kimono Mfg. Co., Montreal.
KNITTED GOODS
Atlantic Underwear Co., Ltd., Moncton.
Avon Knitting Co., Stratford.
Allen Bros., Toronto.
R. M. Ballantyne, Ltd., Stratford.
W. R. Brock Co., Toronto.
W. R. Brock Co., Montreal.
Butler Bros., Chicago.
Circle Bar Knitting Co., Kincardine.
Chipman-Holton Knitting Co., Hamilton, Ont.
Clift & Goodrich, New York.
Emery, Beers Co., New York.
Galt Knitting Co., Galt.
Goderich Knitting Co., Goderich, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston.
R. G. Long & Co., Toronto.
S. Lennard & Sons, Dundas.
Monarch Knitting Co., Dunnville, Ont.
Peerless Underwear Co., Hamilton.
Regent Knitting Co., Montreal.
C. Turnbull Co., Ltd., Galt.
Thomson Knitting Co., Toronto.
Visor Knitting Co., Niagara Falls.
Williams Trow Knitting Co., Stratford.
KNIT GOODS, UNDERWEAR
Muser Bros. (Canada), Ltd., Montreal.
LACE CABINETS
Jones Bros. & Co., Toronto.
LACE CURTAINS
Novelty Lace & Veiling Co., Toronto.
LACE SCARFS
Canada Veiling Co., Toronto.
LACE TRIMMED ARTICLES
Campbell, Metzger & Jacobson, New York.
LACES
Alphonse Racine, Ltd., Montreal.
Belding-Paul-Corticelli, Ltd., Montreal.
Belding-Paul-Corticelli, Toronto.
W. R. Brock Co., Montreal and Toronto.
Canada Veiling Co., Toronto.
John M. Garland, Son & Co., Ottawa.
G. Goulding & Sons, Toronto.
Lace Goods Co., Toronto.
Ladies Wear, Ltd., Toronto.
McIntyre, Son & Co., Montreal.
Muser Bros. (Canada), Ltd., Montreal.
Novelty Lace & Veiling Co., Toronto.
S. & A. Stern, New York, N.Y.
Thompson Lace & Veiling Co., Toronto.
Westlake Bros., Ltd., Toronto.
LADIES' COATS
Montreal Cloak & Suit Mfg. Co., Montreal.
LADIES' HATS, FELT
Imperial Hat Mfg. Co., Ltd., Montreal.
LADIES' HATS, STRAW
Imperial Hat Mfg. Co., Ltd., Montreal.
LADIES' HATS, TRIMMED
G. Goulding & Sons, Toronto.
LADIES' HATS, VELVET
Imperial Hat Mfg. Co., Ltd., Montreal.
LADIES' JACKETS
Louis Schlesinger & Co., New York.
LADIES' NECKWEAR MATERIALS
Cohn-Hall-Marx Co., New York.



Don't Grope in the Dark! Don't Buy Furs Blindly!

Put in a Line that Assures You a Profitable Turn-Over.

Popular-Priced Furs will be the "Big Sellers" this Fall!



These few illustrations give but a faint idea of the "Values" and magnitude of our 1917 Line.

Our Fall stock consists of everything that's fashionable in Women's, Misses' and Children's Furs from **Coney** to **Kolinski.** Our assortments are larger than ever before. **Get in touch with us NOW!**



No. 83359 — Black Coney Animal Scarf, black satin lined; exactly as illustrated above $2.75

No. 83000 — Flat Canteen Animal Muff to match 3.50

Price per Set, Net $6.25



No. 85140
Kolinski (Brown) Coney Stole, choicest quality. Silk lined; exactly as illustrated above .....$ 8.50

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Flat Canteen Muff to match 6.25

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No. 83019—Animal Pouch Muff to match 6.75

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"THE FUR HOUSE"

MAX NEUBURGER & CO.

Nos. 64-66-68-70-72-74 WEST 23rd STREET, NEW YORK.

"WHERE-TO-BUY" DIRECTORY

LADIES' NECKWEAR
A. Bruce Finnie & Co., Montreal.
R. D. Fairbairn Co., Toronto.
Ladies Wear, Ltd., Toronto.
Williams, Green & Rome, Kitchener.

LADIES' SKIRTS
R. D. Fairbairn Co., Toronto.

LADIES' SUITS
Montreal Cloak & Suit Mfg. Co., Montreal.

LADIES' WAISTS
R. D. Fairbairn, Ltd., Toronto.

LADIES' WAISTS, COTTON
Manhattan Waist Co., Montreal.

LADIES' WAISTS, SILK
Manhattan Waist Co., Montreal.

LADIES' WAISTS, VOILE
Manhattan Waist Co., Montreal.

LADIES' WEAR WARDROBES
Jones Bros. & Co., Toronto.

LAP DUSTERS
Galt Robe Co., Galt.

LAP RUGS
Galt Robe Co., Galt.

LAUNDRY BAGS
Campbell, Metzger & Jacobson, New York.

LEATHER BAGS
Wrinch, McLaren & Co., Toronto.

LEATHER GOODS
Torcan Fancy Goods Co., Toronto.

LEGGINGS
Can. Consolidated Rubber Co., Montreal.

LIGHT ELEVATORS
Lamson Company, Boston, Mass.

LINENS
Alphonse Racine, Ltd., Montreal.
Belding-Paul-Corticelli, Ltd., Montreal.
Belding-Paul-Corticelli, Ltd., Toronto.
W. R. Brock Co., Montreal.
John M. Garland, Son & Co., Ottawa.
McIntyre, Son & Co., Montreal.

LINEN THREADS
J. B. Henderson & Co., Toronto.

LININGS
W. R. Brock Co., Montreal.

LININGS, FANCY SILK
L. Roessel & Co., Toronto.

LININGS, SILK
L. Roessel & Co., Toronto.

LINOLEUMS
W. R. Brock Co., Montreal.
John M. Garland, Son & Co., Ottawa.

LUNCHEON SETS
Campbell, Metzger & Jacobson, New York.

LOCKERS
Can. Wire & Iron Goods Co., Hamilton.
Dennis Wire & Iron Works, London.

MACHINES, TOY
Menzies & Co., Toronto.

MACKINAW COATS, MEN'S
L. Gnaedinger, Son & Co., Montreal.

MACKINAWS, MEN'S
C. Kenyon Co., New York.
Butler Bros., Chicago.

MADEIRA EMBROIDERIES
Campbell, Metzger & Jacobson, New York.

MADEIRA WORK, HAND-MADE
Kassab Kimono Mfg. Co., Montreal.

MAGIC TOYS
Menzies & Co., Toronto.

MAIDS' APRONS
A. Bruce, Finnie & Co., Montreal.

MAIDS' CAPS
A. Bruce, Finnie & Co., Montreal.

MALINES
Canada Veiling Co., Toronto.
Gottschalk, Gartman & Co., New York.
Novelty Lace & Veiling Co., Toronto.

MANICURE CASES
Julian Sale Leather Goods Co., Toronto.

MANTLES
National Rubber Co., Montreal.

MANUFACTURING FORMS
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
A. S. Richardson Co., Toronto.

MARABOU CAPES
Dominion Ostrich Feather Co., Toronto.

MARABOU STOLES
Dominion Ostrich Feather Co., Toronto.

MARABOU TRIMMINGS
Dominion Ostrich Feather Co., Toronto.

MARQUISETTES
Albert Goode, Bedin & Co., Toronto.
Gottschalk, Gartman & Co., New York.
J. B. Henderson & Co., Toronto.

MEN'S FURNISHINGS
Alphonse Racine, Ltd., Montreal.
W. R. Brock Co., Toronto.
W. R. Brock Co., Montreal.
John M. Garland, Son & Co., Ottawa.
John Macdonald & Co., Toronto.

MEN'S WORK CLOTHING
W. R. Brock Co., Toronto.

MENDING WOOL
Will P. White, Ltd.
Wrinch, McLaren & Co., Toronto.

MERCERIZED BATISTES
Cohn-Hall-Marx Co., New York.

MERCERIZED TWILLS
Ferguson Bros., Montreal.

MERCERIZED VOILES
Cohn-Hall-Marx Co., New York.

MESH PURSES
Wrinch, McLaren & Co., Toronto.

METAL DISPLAY FIXTURES
Clatworthy & Son, Toronto.

MIDDIES
The Diamond Whitewear Co., Ltd., Three Rivers, Que.
Smith & Manolson, Montreal.
Can. Converters Co., Montreal.

MIDDIES, SERGE
Smith & Manolson, Montreal.

MIDDIES, WOMEN AND CHILDREN
Hampton Mfg. Co., Montreal.

MIDDY LACES
Will P. White, Ltd., Toronto.

MILLINERY CABINETS
Jones Bros. & Co., Toronto.

MILLINERY TABLES
Jones Bros. & Co., Toronto.

MIRRORS
Delfosse & Co., Montreal.
Jones Bros. & Co., Toronto.

NECKWEAR CASES
Jones Bros. & Co., Toronto.

MILLINERY FLOWERS
Empire Flower & Feather Co., Toronto.

MILLINERY FEATHERS
Robt. C. Parsons, Toronto.

MILLINERY FRUITS
Robt. C. Parsons, Toronto.

MILLINERY GOODS
G. Goulding & Sons, Toronto.

MILLINERY ORNAMENTS
Empire Flower & Feather Co., Toronto.

MILLINERY, WHOLESALE
Abbott Bros., Toronto.
D. B. Fisk & Co., Chicago.
Gage Bros. & Co., Chicago.

MITTS
Hamilton Carhartt Cotton Mills, Toronto.

MITTS, KID
L. Gnaedinger, Son & Co., Montreal.

MITTS, LEATHER
L. Gnaedinger, Son & Co., Montreal.
R. G. Long & Co., Toronto.

MITTS, WOOLLEN
Williams Trow Knitting Co., Stratford.

MITTENS
Benter Bros., Chicago.

MOCCASINS, BUCKSKIN, HORSE HIDE
R. G. Long & Co., Toronto.

MODELLING CLAY
Menzies & Co., Toronto.

MOIRE SKIRTINGS
Ferguson Bros., Montreal.

MONEY BELTS
Julian Sale Leather Goods Co., Toronto.

MOTOR SCARFS
Canada Veiling Co., Toronto.

MOUNTING ORNAMENTS
Robt. C. Parsons, Toronto.
A. Weyerstall & Co., Toronto.

MOURNING LEISSE
Canada Veiling Co., Toronto.

MUFFLERS, KNITTED
Avon Hosiery Co., Stratford.
R. M. Ballantyne, Ltd., Stratford.
Williams Trow Knitting Co., Stratford.

MUNITION APRONS
R. G. Long & Co., Toronto.

MUNITION COATS
Hamilton Carhartt Cotton Mills, Toronto.

MUNITION CAPS
R. G. Long & Co., Toronto.

MUSIC, SHEET
McKinley Music Co., Chicago, Ill.

MUSIC CASES
Julian Sale Leather Goods Co., Toronto.

MUSLINS, MADRAS
Prime & Rankin, Ltd., Toronto.

MUSLIN UNDERWEAR
Butler Bros., Chicago.

MUSLINS
J. B. Henderson & Co., Toronto.

NECKWEAR
W. R. Brock Co., Toronto.
Novelty Lace & Veiling Co., Toronto.
Tooke Bros., Ltd., Montreal.
Westlake Bros., Ltd., Toronto.

NECKWEAR, LADIES'
A. Bruce, Finnie & Co., Montreal.
Flett, Lowndes & Co., Toronto.

NECKWEAR, WOMEN'S
Phoenix Novelry Co., Toronto.

NEEDLECRAFT NOVELTIES
Belding Paul Corticelli, Ltd., Montreal.
Belding Paul Corticelli, Ltd., Toronto.

NEEDLES
Wrinch, McLaren & Co., Toronto.

NEGLIGEES
Can. Converters Co., Montreal.

NETTINGS
Gottschalk, Gartman & Co., New York.
Novelty Lace & Veiling Co., Toronto.

NIGHT ROBES
Williams, Greene & Rome Co., Kitchener.

NINONS
Canada Veiling Co., Toronto.
Albert Godde, Bedin & Co., Toronto.
Chas. Mouterde (United Makers), Toronto.
Thompson Lace & Veiling Co., Toronto.
Louis Roessel & Co., Toronto.

NOTIONS
W. R. Brock Co., Toronto.
Butler Bros., Chicago.

NOVELTIES
Campbell, Metzger & Jacobson, New York.

NOVELTY BRAIDS
Hambly & Wilson, Toronto.

NOVELTY DRAPERY GOODS
Cohn-Hall-Marx Co., New York.

NOVELTY FRILLINGS
R. D. Fairbairn Co., Toronto.

NOVELTY RUFFLINGS
R. D. Fairbairn Co., Toronto.

NURSES' APRONS
A. Bruce, Finnie & Co., Montreal.

NURSES' CAPS
A. Bruce, Finnie & Co., Montreal.

NURSES' UNIFORMS
Hampton Mfg. Co., Montreal.

OILCLOTHS
W. R. Brock Co., Montreal.
John M. Garland, Son & Co., Ottawa.

ORGANDIES
Pacific Mills, Lawrence, Mass.

OSTRICH BOAS
Dominion Ostrich Feather Co., Toronto.

OSTRICH FEATHERS
Dominion Ostrich Feather Co., Toronto.
G. Goulding & Sons, Toronto.

OSTRICH RUFFS
Dominion Ostrich Feather Co., Toronto.

OUTING GARMENTS
Smith & Manolson, Montreal.

OUTING SKIRTS
Can. Converters, Montreal.

OUTING SUITS
C. Kenyon Co., New York.

OVERALLS
Alphonse Racine, Ltd., Montreal.
Butler Bros., Chicago.
Hamilton Carhartt Cotton Mills, Toronto.
H. S. Peters, Ltd., Welland.

OVERALL APRONS
A. Bruce, Finnie & Co., Montreal.

OVERALLS, COMBINATION
Hamilton Carhartt Cotton Mills, Toronto.
R. G. Long & Co., Toronto.

OVERALLS, WOMEN'S
Can. Converters Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.

OVERCOATS, MEN'S
C. Kenyon Co., New York.
R. G. Long & Co., Toronto.

WHERE-TO-BUY DIRECTORY

OVERALLS, MEN'S
J. A. Haugh Mfg. Co., Toronto.
PALM TREES FOR DECORATIONS
Robt. C. Parsons, Toronto.
PANAMA CLOTH
Middlesex Mills, Ltd., London.
PANTS
H. S. Peters, Ltd., Welland, Ont.
Ferguson Bros., Montreal.
PARCEL CARRIERS
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.
PAPER AND LINEN DOLLS
Menzies & Co., Toronto.
PARASOLS
Brophey Umbrella Co., Toronto.
PERCALES
Pacific Mills, Lawrence, Mass.
PERFUMES
Alexandre Glove Co., Montreal.
John Taylor & Co., Toronto.
PHONOGRAPHS
Torcan Fancy Goods Co., Toronto.
PHOTO HOLDERS
Julian Sale Leather Goods Co., Toronto.
PILLOW COTTONS
W. R. Brock Co., Toronto.
PILLOW SLIPS
Campbell, Metzger & Jacobson, New York.
PINS
Colonial Fastener Co., Montreal.
Will P. White, Ltd., Toronto.
Wrinch, McLaren & Co., Toronto.
PIPES
Torcan Fancy Goods Co., Toronto.
PIQUES
Cohn-Hall-Marx Co., New York.
PLUSHES, SALT'S
Louis Roessel & Co., Toronto.
POCKET FLASHES
Julian Sale Leather Goods Co., Toronto.
POPLINS
R. R. Appleton, New York.
Pacific Mills, Lawrence, Mass.
PNEUMATIC TUBE SYSTEMS
Lamson Company, Boston, Mass.
POTTERY
Torcan Fancy Goods Co., Toronto.
PRINTED CHINTZ
J. B. Henderson & Co., Toronto.
PRINTED SATEENS
Ferguson Bros., Montreal.
PRINTS
Butler Bros., Chicago.
Dominion Textile Co., Montreal.
PUZZLES
Menzies & Co., Toronto.
PYJAMAS
Deacon Shirt Co., Belleville.
John W. Peck & Co., Montreal.
Williams Green & Rome, Kitchener, Ont
RAINCOATS
Can. Consolidated Rubber Co., Montreal.
RAINCOATS, MEN'S
John W. Peck & Co., Montreal.
RAINPROOF GARMENTS
H. E. Davis & Co., Montreal.
C. Kenyon Co., Brooklyn.
Montreal Waterproof & Clothing Co., Montreal.
National Rubber Co., Montreal.
READY-TO-WEAR
Alphonse Racine, Ltd., Montreal.
Butler Bros., Chicago.
Greenshields Ltd., Montreal.
READY-TO-WEAR, WOMEN'S
W. R. Brock Co., Montreal.
John Macdonald & Co., Toronto.
READY-TO-WEAR GARMENTS
W. R. Brock Co., Toronto.
RECORDS
Torcan Fancy Goods Co., Toronto.
REPPS, MERCERIZED
J. B. Henderson & Co., Toronto.
REVOLVING CLOAK RACKS
Clatworthy & Son, Toronto.
REVOLVING MOTORS FOR WINDOW DISPLAY
A. S. Richardson Co., Toronto.
REVOLVING WARDROBES
Jones Bros. & Co., Toronto.
RIBBONS
Alphonse Racine, Ltd., Montreal.
Belding Paul Corticelli, Ltd., Montreal and Toronto.
W. R. Brock Co., Toronto and Montreal.
Butler Bros., Chicago.
G. Goulding & Sons, Toronto.
Greenshields, Ltd., Montreal.
John M. Garland, Son & Co., Ottawa.
Muser Bros. (Canada), Ltd., Montreal.
Novelty Lace & Veiling Co., Toronto.
Pine Tree Silk Mills, Philadelphia.
RIBBON CASES
Jones Bros. & Co., Toronto.
ROBES, GOAT SKIN, SLEIGH
L. Gnaedinger, Son & Co., Montreal.
ROCKERS
Victoriaville Furniture Co., Victoriaville, Que.
RUBBERIZED COATS, WOMEN'S
C. Kenyon Co., New York.
RUGS
W. R. Brock Co., Montreal.
Butler Bros., Chicago.
SAFETY PINS
Wrinch, McLaren & Co., Toronto.
SAFETY RAZORS
Menzies & Co., Toronto.
SATINS, COTTON BACK, MAXIM
Louis Roessel & Co., Toronto.
SCARFS
Gottschalk, Gartman & Co., New York.
Monarch Knitting Co., Dunnville.
Novelty Lace & Veiling Co., Toronto.
SCRIMS
Prime & Rankin, Ltd., Toronto.
SERGES
Middlesex Mills, Ltd., London.
Pacific Mills, Lawrence, Mass.
SERGES, COTTON BACK
Louis Roessel & Co., Toronto.
SERGE DRESSES
Smith & Manolson, Montreal.
SERPENTINE CREPE
Pacific Mills, Lawrence, Mass.
SHADOW CLOTHS
Lace Goods Co., Toronto.
Daly & Morin, Lachine, Que.
SHADOW TAFFETAS
J. B. Henderson & Co., Toronto.
SHAPES, UNTRIMMED
D. B. Fisk & Co., Chicago.
SHAVING SOAPS
John Taylor & Co., Toronto.
SHEETINGS
John M. Garland, Son & Co., Ottawa.
SHELL HAIR COMBS
Wrinch, McLaren & Co., Toronto.
SHIRTINGS, MADRAS
R. R. Appleton Co., New York.
SHIRTINGS, MEADOWBROOK
R. R. Appleton Co., New York.
SHIRTINGS, PRINT
Pacific Mills, Lawrence, Mass.
SHIRTINGS, SILK
R. R. Appleton Co., New York.
SHIRTINGS, SILK AND COTTON
R. R. Appleton Co., New York.
SHIRTS
Alphonse Racine, Ltd., Montreal.
Butler Bros., Chicago.
Deacon Shirt Co., Belleville.
Tooke Bros., Ltd., Montreal.
Williams Greene & Rome, Kitchener.
SHIRTS, ALL KINDS
John W. Peck & Co., Montreal.
SHIRTS, BOYS'
Deacon Shirt Co., Belleville.
SHIRTS, FLANNEL, MILITARY, NIGHT
Deacon Shirt Co., Belleville.
SHIRTS, WORK
Deacon Shirt Co., Belleville.
Hercules Garment Co., Montreal.
R. G. Long & Co., Toronto.
SHIRT CASES
Jones Bros. & Co., Toronto.
SHOE LACES
Will P. White, Ltd., Toronto.
SHOE POLISHES
Nugget Polish Co., Toronto.
Whittemore Bros., Boston, Mass.
SHOP COATS
Hamilton Carhartt Cotton Mills, Toronto.
H. S. Peters, Ltd., Welland.
SHOULDER BRACES
Parisian Corset Co., Quebec.
SHOE FIXTURES
Delfosse & Co., Montreal.
SHOW CASES
Delfosse & Co., Montreal.
Jones Bros. & Co., Toronto.
Walker Bin & Store Fix. Co., Kitchener.
SHRUNK WHITE SUPERS
SILK AND COTTON MIXTURES
Cohn-Hall-Marx Co., New York.
SILK FASHION
R. R. Appleton Co., New York.
SILK FOUNDATION, LIBERTY
R. R. Appleton Co., New York.
SILK NETS
Canada Veiling Co., Toronto.
SILK STRIPED SATEENS
Ferguson Bros., Montreal.
SILK SUNBURST
R. R. Appleton Co., New York.
SILK THREADS
Belding Paul Corticelli, Ltd., Montreal and Toronto.
SILK TIFFANY
R. R. Appleton Co., New York.
SILK UNDERWEAR, LADIES'
Clift & Goodrich, New York.
SILK VOILES
Louis Roessel & Co., Toronto.
SILK YARNS
Belding Paul Corticelli Co., Ltd., Montreal and Toronto.
SILKS
W. R. Brock, Ltd., Toronto.
W. R. Brock, Ltd., Montreal.
John Macdonald & Co., Toronto.
John M. Garland, Son & Co., Ottawa.
Greenshields, Ltd., Montreal.
G. Goulding, Sons, Toronto.
G. R. Gregg & Co., Toronto.
McIntyre, Son & Co., Montreal.
Pine Tree Silk Mills, Philadelphia.
Silks, Ltd., Toronto.
SKIRT LININGS
Ferguson Bros., Montreal.
SKIRTINGS
Cohn-Hall-Marx Co., New York.
SKIRTS
Marx & Angus, New York.
John Northway & Son, Toronto.
M. Pullan & Sons, Toronto.
SKIRTS, CHILDREN'S
Royal Skirt Co., Montreal.
SKIRTS, KNITTED
Avon Knitting Co., Stratford.
SKIRTS, LADIES'
Royal Skirt Co., Montreal.
SKIRTS, LADIES' AND MISSES'
Cooper Skirt Co., Montreal.
SKIRTS, SPORT
Smith & Manolson, Montreal.
SKIRTS, WASH
Smith & Manolson, Montreal.
SKIRT FORMS, PADDED
A. S. Richardson Co., Toronto.
SKIRT FORMS, WITH LEGS
A. S. Richardson Co., Toronto.
SKIRT HANGERS
Clatworthy & Son, Toronto.
SLIP-ON-COATS, GIRLS'
C. Kenyon Co., New York.
SLIP-ON-COATS, MEN'S
C. Kenyon Co., New York.
SLIP-ON-COATS, WOMEN'S
C. Kenyon Co., New York.
SLIPPERS, MOCCASINS
R. G. Long & Co., Toronto.
SMALLWARFS
W. R. Brock, Ltd., Toronto.
W. R. Brock, Ltd., Montreal.
John M. Garland, Son & Co., Ottawa.
Greenshields, Ltd., Montreal.
John Macdonald & Co., Toronto.
McIntyre, Son & Co., Montreal.
SNAP BUTTONS
Standard Snap Button & Fastener Co., Toronto.
SNAP FASTENERS
Standard Snap Button & Fastener Co., Toronto.
Wrinch, McLaren & Co., Toronto.
SPIRAL CHUTES
Lamson Company, Boston, Mass.
SPOOL SILK
Belding Paul Corticelli, Ltd., Montreal and Toronto.

WHERE-TO-BUY DIRECTORY

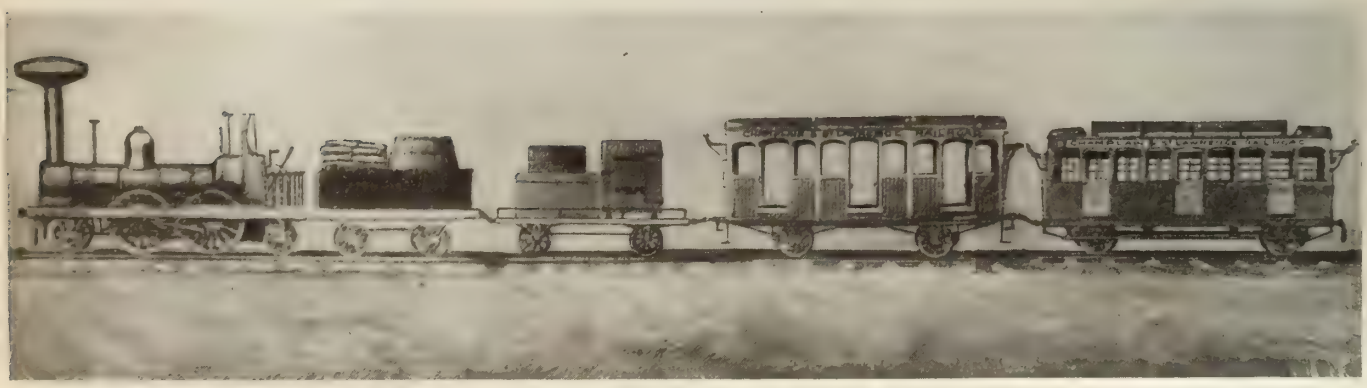
SPORT SHIRTS
Deacon Shirt Co., Belleville.
SPORT SKIRTS
Hampton Mfg. Co., Montreal.
STAMPED CHILDREN'S DRESS
Campbell, Metzger & Jacobson, New York.
STAMPED GOODS
Hambly & Wilson, Toronto.
STAMPED LINENS
Campbell, Metzger & Jacobson, New York.
Wrinch, McLaren & Co., Toronto.
STAMPED PILLOW CASES
Campbell, Metzger & Jacobson, New York.
STAMPED UNDERWEAR
Campbell, Metzger & Jacobson, New York.
STAPLES
W. R. Brock Co., Montreal.
STAPLE, COTTONS
Alphonse Racine, Ltd., Montreal.
STRAPS, LADIES' PURSES
Julian Leather Goods Co., Toronto.
STOLES
L. Gnaedinger, Son & Co., Montreal.
STORE DECORATIONS
Abbott Bros., Toronto.
Delfosse & Co., Montreal.
Root. C. Parsons, Toronto.
STORE EQUIPMENT
Jones Bros. & Co., Toronto.
Walker Bin & Store Fix. Co., Kitchener.
STORE FRONTS
H. J. St. Clair Co., Toronto.
Taylor Mfg. Co., Hamilton.
SUIT TRIMMINGS
American Embroidery Co., Montreal.
SUITINGS
W. R. Brock Co., Toronto.
SUITS, CHILDREN'S
John Northway & Son, Toronto.
SUITS, LADIES'
Felson & Co., Montreal.
I. Grossman & Son, New York.
Hollington Bros., New York.
M. Pullan & Sons, Toronto.
SUITS, MISSES'
John Northway & Son, Toronto.
SUITS, SPORT
Smith & Manolson, Montreal.
SUITS, WOMEN'S
John Northway & Son, Toronto.
SUNDRIES
Torcan Fancy Goods Co., Toronto.
SUNDRIES, DRUG
Torcan Fancy Goods Co., Toronto.
SUSPENDERS, CHESTER ELASTIC CORD
Brophey Suspender Co., Toronto.
SUSPENDERS, FRENCH MODEL
Brophey Suspender Co., Toronto.
SUSPENDERS
Rowe Hose Supporter Co., Toronto.
SWEAT PADS
American Pad & Textile Co., Chatham.
SWEATERS, BOYS'
R. G. Long & Co., Toronto.
SWEATERS, GIRLS'
R. G. Long & Co., Toronto.
SWEATERS
R. M. Ballantyne, Ltd., Stratford.
Harvey Knitting Co., Woodstock.
Regent Knitting Co., Montreal.
Visor Knitting Co., Niagara Falls.
Williams Trow Knitting Co., Stratford.
SWEATER COATS
W. R. Brock Co., Toronto.
Monarch Knitting Co., Dunnville, Ont.
SWEATER COATS, LADIES'
R. G. Long & Co., Toronto.
SWEATER COATS, MEN'S
R. G. Long & Co., Toronto.
SWEATER COATS, SILK
Monarch Knitting Co., Dunnville, Ont.
TABLE LINENS
Campbell, Metzger & Jacobson, New York.
TABLE LINEN SHEETINGS
W. R. Brock Co., Toronto.
TAFFETAS, MAXIM
Louis Roessel & Co., Toronto.
TAILORS' LININGS
W. R. Brock Co., Toronto.
Ferguson Bros., Montreal.
TAILORS' TRIMMINGS
John M. Garland, Son & Co., Ottawa.
TAILORS' WOOLLENS
John M. Garland, Son & Co., Ottawa.
TALCUM POWDER
G. Mennen Chemical Co., Montreal.
John Taylor & Co., Toronto.
TAPE
Belding Paul Corticelli, Ltd., Montreal and Toronto.
TAPESTRY
Geo. H. Hees, Son & Co., Toronto.
Pacific Mills, Lawrence, Mass.
TEA APRONS
A. Bruce Finnie & Co., Montreal.
Novelty Lace & Veiling Co., Toronto.
TEE STANDS
Clatworthy & Son, Toronto.
TERRY CLOTH
Galt Robe Co., Galt, Ont.
THIMBLES
Will P. White, Ltd., Toronto.
THREADS
Will P. White, Ltd., Toronto.
TICKINGS
John M. Garland, Son & Co., Ottawa.
TIES
Phoenix Novelry Co., Toronto.
TIGHTS
C. Turnbull Co., Galt.
TISSUE, RUBBER
Will P. White, Ltd., Toronto.
TOBACCO POUCHES
Julian Sale Leather Goods Co., Toronto.
TOILET GOODS
John Taylor & Co., Toronto.
TOILET ROLLS
Julian Sale Leather Goods Co., Toronto.
TOOTH BRUSHES
Will P. White, Ltd., Toronto.
TOQUES
Hambly & Wilson, Toronto.
TOQUES, KNITTED
Avon Knitting Co., Stratford.
R. M. Ballantyne, Ltd., Stratford.
TOWELLING, CRASH
Middlesex Mills, Ltd., London.
TOWELLING, TURKISH
Galt Robe Co., Galt, Ont.
Middlesex Mills, Ltd., London.
TOWELS
W. R. Brock Co., Toronto.
Ferguson Bros., Montreal.
TOWELS, HAND EMBROIDERED
Campbell, Metzger & Jacobson, New York.
TOWELS AND FACE CLOTHS, KNITTED
Hawthorn Mills, Carleton Place.
TOYS
Butler Bros., Chicago.
Menzies & Co., Toronto.
Torcan Fancy Goods Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
TOY BOOKS
Menzies & Co., Toronto.
TOY FURNITURE
Victoriaville Furniture Co., Victoriaville, Que.
TRANSPARENT ORGANDIES
Cohn-Hall-Marx Co., New York.
TRAVELLERS' FORMS
A. S. Richardson Co., Toronto.
TRAVELLERS' SQUARE CASES
A. S. Richardson Co., Toronto.
TRIMMINGS
Belding Paul Corticelli, Ltd., Montreal and Toronto.
Moulton Mfg. Co., Montreal.
TRIMMING, DRESS
Muser Bros. (Canada), Ltd., Montreal.
TRIPLICATE MIRRORS
Clatworthy & Son, Toronto.
TROPICAL SUITS
C. Kenyon Co., New York.
TROUSERING
W. R. Brock Co., Toronto.
TROUSERS
Hamilton Carhartt Cotton Mills, Toronto.
TROUSERS, MEN'S
J. A. Haugh Mfg. Co., Toronto.
UMBRELLAS
Brophey Umbrella Co., Toronto.
UNDERWEAR
R. L. Baker & Co., Toronto.
W. R. Brock Co., Toronto.
Atlantic Underwear Co., Moncton, N.B.
Butler Bros., Chicago.
Galt Knitting Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
S. Lennard & Sons, Dundas.
John Macdonald & Co., Toronto.
Mercury Mills, Ltd., Hamilton.
McIntyre, Son & Co., Montreal.
Peerless Underwear Co., Hamilton, Ont.
Tooke Bros., Ltd., Montreal.
UNDERWEAR, FLANNELETTE
Ideal House Dress Co., Montreal.
UNDERWEAR, CHILDREN'S
C. Turnbull Co., Galt, Ontario.
Williams, Greene & Rome Co., Kitchener.
UNDERWEAR, LADIES'
W. R. Brock Co., Montreal.
C. Turnbull Co., Galt, Ontario.
UNDERWEAR, MEN'S
C. Turnbull Co., Galt, Ontario.
UNDERWEAR, SILK
Kassab Kimono Mfg. Co., Montreal.
UNDERWEAR, UNION SUITS
C. Turnbull Co., Galt, Ontario.
UNDERSKIRTS
Can. Converters Co., Montreal.
UPHOLSTERINGS
Daly & Morin, Lachine, Que.
UPHOLSTERING GOODS
Geo. H. Hees, Son & Co., Toronto.
UTILITY COATS
National Rubber Co., Montreal.
VEILINGS
Gottschalk, Gartman & Co., New York.
G. Goulding & Sons, Toronto.
Ladies' Wear, Ltd., Toronto.
Chas. Mouterde (United Makers), Toronto.
Novelty Lace & Veiling Co., Toronto.
Thompson Lace & Veiling Co., Toronto.
Westlake Bros., Ltd., Toronto.
VEILINGS, MOURNING
Canada Veiling Co., Toronto.
VEILINGS, PLAIN
Canada Veiling Co., Toronto.
VELOURS
J. B. Henderson & Co., Toronto.
Prime & Rankin, Ltd., Toronto.
VELVETS
W. R. Brock Co., Toronto.
G. Goulding & Sons, Toronto.
Chas. Mouterde (United Makers), Toronto.
Will P. White, Ltd., Toronto.
VELVETEENS
Belding Paul Corticelli, Ltd., Montreal and Toronto.
VELVETS, SALT'S COLORED
Louis Roessel & Co., Toronto.
VELVETS, SALT'S LYONS
Louis Roessel & Co., Toronto.
VOILES
R. R. Appleton Co., New York.
Pacific Mills, Lawrence, Mass.
VOILES, FANCY
Lace Goods Co., Toronto.
VOILES, FINE DYED
Ferguson Bros., Montreal.
VOILES, FINE PRINTED
Ferguson Bros., Montreal.
VOILES, FINE WHITES
Ferguson Bros., Montreal.
VOILES, PLAIN
Lace Goods Co., Toronto.
WAIST FORMS
Clatworthy & Son, Toronto.
WAIST FORMS, ENAMMELLED
A. S. Richardson Co., Toronto.
WAIST HANGERS
Clatworthy & Son, Toronto.
WASHABLE ENAMEL FORMS
Clatworthy & Son, Toronto.
WASTE PAPER BALERS
Climax Baler Co., Hamilton, Ont.
WAX FIGURES
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
A. S. Richardson Co., Toronto.
WAX FIGURES, MEN'S
A. S. Richardson Co., Toronto.
WINDOW VALANCES
Delfosse & Co., Montreal.
WOODEN GLOVE HANDS
A. S. Richardson Co., Toronto.
WAISTS, COTTON, SILK
The Diamond Whitewear Co., Ltd., Three Rivers, Que.

(Continued on page 195)

1867 CONFEDERATION SECTION 1917



Winnipeg from St. Boniface Ferry Landing—a few years after Confederation.



Canada's Earliest Railway Equipment.

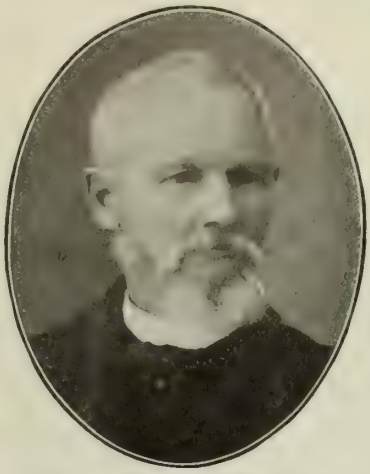
CONDUCTED BUSINESS IN PICTON BEFORE COAL OIL

Sixty Years Since Firm of A. Bristol & Son Was Established — Boat Trade With Montreal Only—To Berlin, Germany, in 1885, to Buy First Ready-to-Wear.

Specially written for this issue by H. B. Bristol.

IN response to your request for a short article dealing with the changes in conditions that have taken place during the sixty years that have elapsed since my father started in business in Picton, I am pleased to be able to give you the following facts that I have witnessed during my forty years' connection with the store, or that I know of from other sources.

In the year 1856 when the Grand Trunk Railway was being built between Montreal and Toronto, my father, the late Almon Bristol, who had been doing business in Newburg, then a thriving village and rival of Napanee, decided that the Grand Trunk stopping at Napanee would seal the fate of Newburg as a trade centre, and at once took steps to move to Picton, the town of his birth. Picton had been incorporated as a town in 1834 and had a population of about 1,600.



THE LATE ALMON BRISTOL



MR. H. B. BRISTOL

Supplies for Winter by Last Boat

There was a weekly boat service between Montreal and Picton, and it was the custom of the merchants to visit Montreal twice a year and ship their goods by boat. As far as possible, their needs were anticipated so that supplies would come in by the last boat to answer them until navigation opened in the Spring and Spring goods were not purchased until they could be shipped by water, as otherwise all goods sent by rail must be teamed 23 miles from Belleville or Napanee, and this was an expensive arrangement, as the bay had to be crossed. The writer recollects paying under contract in 1878, a year before the C. O. R. was completed, 40c per 100 from Napanee for a considerable quantity of goods shipped in during the Winter for that year.

No Coal Oil in 1857

As to conditions in other respects. In 1857 coal oil had not been introduced and candles were used for lighting, soon to be superseded by coal oil, and since 1885 by electric lighting. Large box stoves, fed with maple or beech cord wood, were the only means of heating, but $3 cord wood soon became a memory and to-day we use a "John Inglis" boiler and hard coal to steam heat the 24,000 square feet of floor space which the store occupies.

One Price System—20 Years Alone

There were numerous stores, all keeping a great variety of goods:—Dry goods, groceries, boots and shoes, while my father, in addition to these, specialized in crockery and lamps, introducing the latter to the people of this county. The writer has seen the dozen dry goods and general stores doing business in 1878 reduced to two large dry goods stores and a few specialty stores.

In my father's opening advertisement, he announced, "No second price for any article," and for twenty years he was the only one who made any attempt to follow that system. It was a "battle of wits" between the clever country shopper and the clerk in every sale of importance. To-day, all the stores in every trade are ONE PRICE stores.

Store hours have greatly improved. It was customary in the early history of the town for merchants to open early and close when they were too sleepy to stay up longer. For some years we closed at 7 o'clock, but for at least 25 years closing hours were 6 o'clock and for the past three years we have closed at 5.30, except Saturday.

From $500 to $1,200 a Year

Wages have advanced largely since the store started. A gentleman who was a clerk in one of the stores in Picton in about 1860, told me recently that he was the most envied young man in Picton, as he received $500 a year. A man of the same ability would receive $1,200 now.



View of business premises of 60-year-old firm.

£. s. d.

The earliest balance sheets of my father's business were made out in £. s. d. (Halifax currency), the change to decimal currency not being made until 1860.

The proportion of cash and credit sales has greatly improved. From over 50 per cent. credit, and that payable once a year, less than 25 per cent. is now done on credit, and that is a short time credit for the convenience of family trading.

Credits Shortened; Discounts Less

Wholesale credits have also been much shortened and discounts reduced. Most houses, in my earliest experience of the trade, gave six months, with two or three months predating, and allowed 5 per cent. or 6 per cent. off for cash. To-day the great majority of houses sell at about 2 per cent. off for cash and time is seldom taken by a merchant in good standing.

Banking facilities have also improved. Up to 1875 only one bank had an agency here, to-day four of the largest banks have agencies in Picton and four agencies are situated in the surrounding villages.

Bought U. S. Cotton Goods in 1875

About 1875, American goods were largely bought by us, especially cotton goods, which were very attractive to our customers in comparison with the starchy English cotton goods which were sold at such high prices during the American war. As gold was 116 and $1,000 would buy $1,160 worth of goods, which paid a duty of 17½ per cent., they could be laid down at practically United States prices. This, in comparison with the present duty of 42½ per cent. on cotton goods sold on a 23c raw cotton basis, make a striking difference in values.

Bought from Montreal Houses

Prior to the completion of the C.O.R. no representatives from Toronto houses visited Picton, the entire dry goods trade being in the hand of the Montreal merchants. Sampson, Kennedy & Co. were about the first to send a representative, many others soon followed, and at present I should judge that a larger dry goods trade is done with Toronto than with Montreal. About 1880, Old Country houses commenced sending out representatives to the smaller towns like Picton, and in 1886 the writer made his first visit to England, since which time a representative has been sent every year and usually every season, until 1914.

Autos and Good Roads Help

Automobiles and good roads have done much to change the style of trading in the community. With 200 miles of first class county roads the farmer living up to 20 miles from town finds himself within an hour of Picton. At one time half the business of the week was done on Saturday, as every farmer seemed to devote Saturday afternoon to coming to town; now a much larger proportion of trading is done on other days. Rural mail and telephones have also done much to bring about this change.

To Berlin for Ready-to-Wear in 1885

The development in the trade of ready-to-wear garments for women has greatly changed the class of merchandise sold during the past thirty years. In 1885 there were no ready-to-wear garments sold in Picton and the writer purchased the first stock of ladies' coats in Great Britain in 1886 and within five years found it necessary to visit Berlin, Germany, twice a year for ladies' and children's coats. Canadian makers soon began to produce goods better suited to the taste of Canadian women, as well as dresses, suits, skirts, and waists, and the popularity of these goods has reduced the sale of yardage goods to such an extent that they have ceased to be the most important item of a dry goods store.

Another great change which has taken place is in the matter of store fixtures. At one time every new table or chair was considered a serious expense to be carefully considered before purchasing — a painted or cloth covered dry goods box had to serve the purpose that a silent salesman or quarter-cut table now occupies. Good fixtures are now considered a paying investment, not an expense.

The Bristol Store's 1st "Ad."

A Photographic Reproduction of the Stores First Advertisement as it appeared in the Gazette and Picton Times of April 29th, 1857



NEW STORE
AND
NEW GOODS ! !

THE Subscriber begs leave to inform his friends and the public generally that he has now opened a STORE

SPRING GOODS

NEW YORK & MONTREAL MARKETS

Dry Goods, Groceries, Glassware and Crockery

A LARGE STOCK OF STRAW BONNETS and HATS

No Second Price For Any Article

ALMON BRISTOL

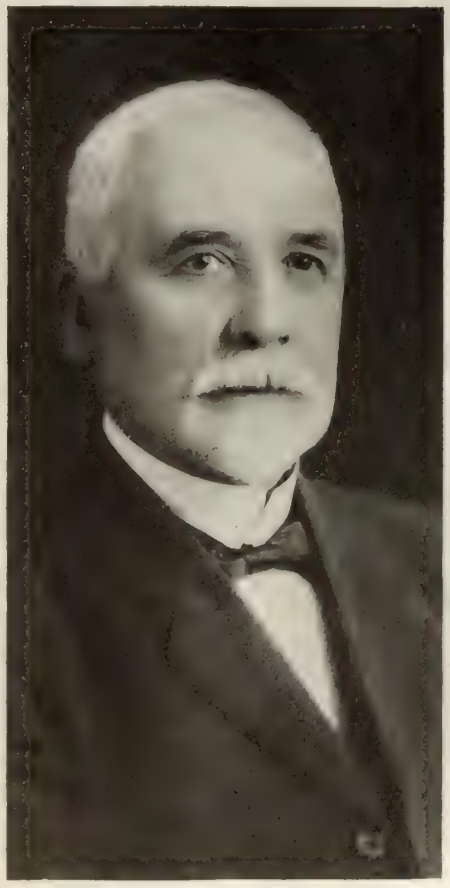
Picton, April 29, 1857.

NOTE.—It has been claimed in the advertisements of the John Wanamaker stores, of New York and Philadelphia, that John Wanamaker was the first merchant in America to put into effect the "one price" principles. Mr Wanamaker started his business career in Philadelphia in 1861. In 1893 he purchased the A. T. Stewart store in New York City. The fact we wish to point out, is that Almon Bristol in his first advertisement which appeared in April 1857, four years earlier than Mr. Wanamaker's career in business, announced,—

"No Second Price For Any Article."

BEGAN IN NEWFOUNDLAND, 1870

Mr. John Peace, General Manager of John Macdonald & Co., Did Business in St. John's With Fishermen in Early Days.



MR. JOHN PEACE.
who crossed to Newfoundland 47 years ago.

NOT only as General Manager of a firm that has been in business itself for over fifty years, John Macdonald & Co., but in his own right Mr. John Peace deserves a place in these opening chronicles of the half century since Confederation. To his life of 47 years in Newfoundland and Canada Mr. Peace prefixes several years in the Old Country.

At the age of 16 he entered as an apprentice the general dry goods business with Messrs. George Rendall & Co., in the city of Kirkwall, Orkney, which is much in evidence these days. From there he went to Glasgow and was sent by the late James Arthur of Arthur & Co. to open a general dry goods store for James Young of Fort William, Inverness. After a successful year's business he returned to Glasgow and was engaged by the Honorable M. Monroe of St. Johns, Newfoundland, as an experienced salesman for their warehouse in St. Johns. He arrived there by the steamer Hibernian, of the Allan Line, on August 18, 1870. By close attention to business, and endowed as he was with an excellent memory and a pleasing personality, he was after a few years appointed buyer and general manager for the company, and had to cross the Atlantic twice a year.

When Mr. Peace arrived in Newfoundland, Britain's oldest colony, it had a responsible government, with its own Governor, Executive Council and representatives in the House of Assembly.

"During the greater part of the 19th century the merchants of St. John who were both wholesale and retail, practically governed the Island," said Mr. Peace in an interview with DRY GOODS REVIEW. "They sold to the small merchants who lived along the coast, 'planters' as they were called, and as the general business of the island was done on the credit system the public would vote as the merchants wished.

Only One Man Had Crossed Island

"When I arrived in Newfoundland only one man had crossed the island from East to West and the interior was unexplored. It was some years before a railway was built and the goods that were sold to the merchants were shipped by water. The main industry was fishing. There were then but two sealing steamers, the rest engaged being sailing vessels. The men would go out about the first of March on the sealing trips, and return about the first of May. Then the whale fishing would start and go on until the early Fall. The seal fisheries then amounted to about two million pounds a year and the cod, which took a far greater portion of the people than the whale industry which was controlled mostly in Scotland, were worth about five million pounds sterling a year.

Where Goods Were Bought

"At that time everything that was sold was imported; dry goods, groceries, hardware, fishing gear, cordage, from England, Ireland and Scotland; flour pork and beef from the United States; potatoes, hay, horses and cattle from Prince Edward Island and Nova Scotia; sugar, molasses and rum from the West Indies, brandy from France; wines from Portugal and Spain, fruit from European countries except apples, which came from New Brunswick or Nova Scotia. Coins of all countries were current notwithstanding the fact that they had a currency of their own. The Government did their business in dollars and cents while the merchants did theirs in £, s. and d. The coins were as follows:

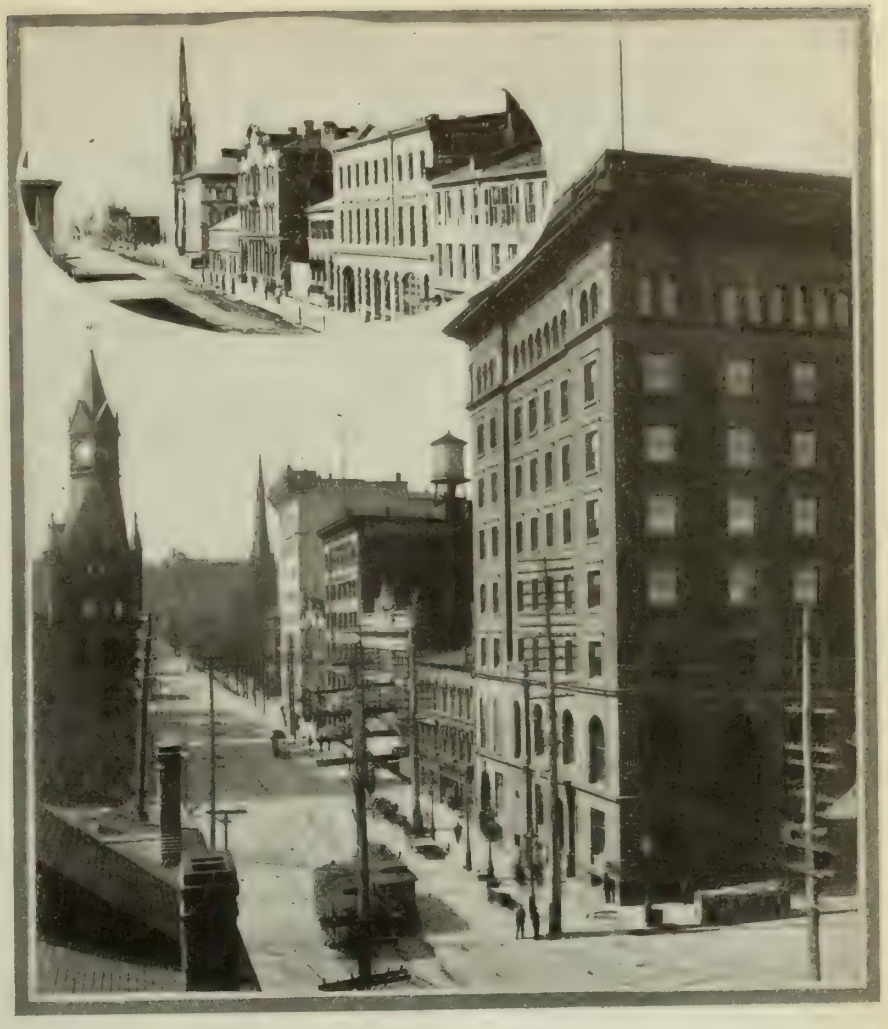
Copper 1c or ½ penny.

Silver, 5c or 3 pence; 10c or 6 pence; 20c or 1 shilling; 50c or 2 shillings, and 6 pence.

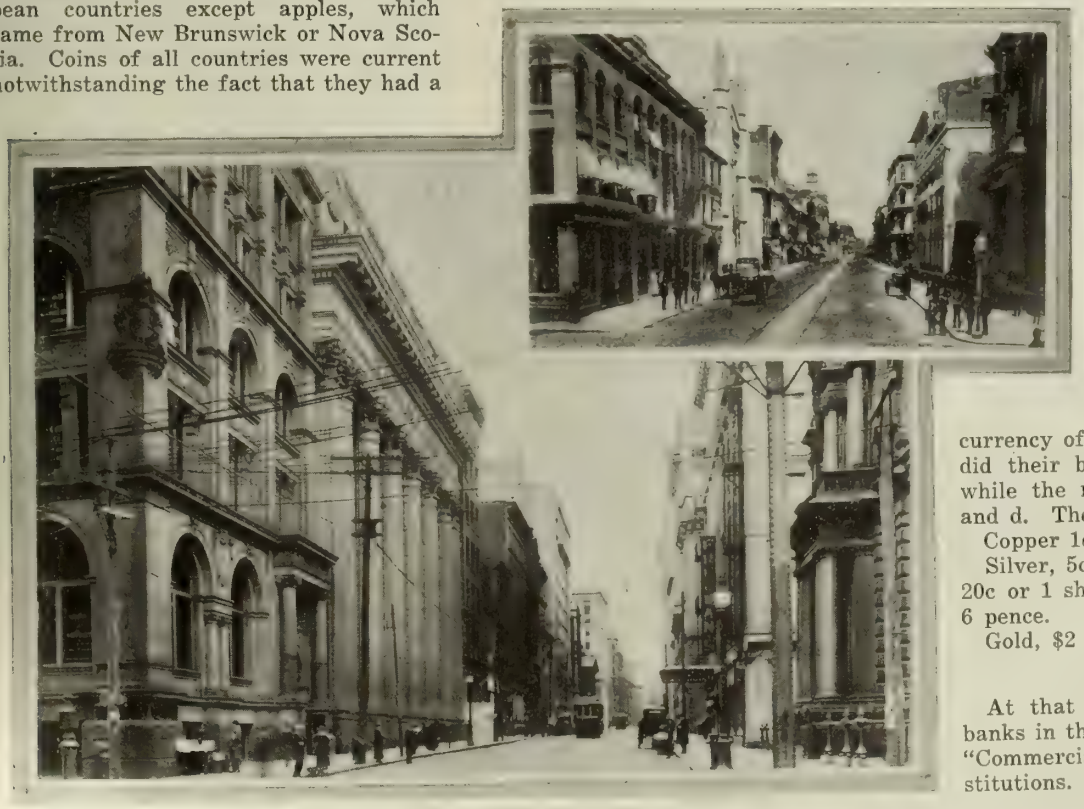
Gold, $2 or 10 shillings.

Two Currencies

At that time there were only two banks in the Island, the "Union" and the "Commercial," both Newfoundland institutions. Their bills were $4 or £1.0.0.;



Hamilton, James St. S., 1861 and to-day.



St. James Street, Montreal, Looking West, 1871, and As It Is To-day

$10 or £2.10.0, all called "currency." The standing rate of exchange between sterling and currency was 20%, so that £1.0.0. sterling was worth $4.80, whereas £1.0.0. currency was worth only $4. However this has all been changed, and dollars and cents have to be used by all parties.

For many years fishing and boat building remained the only means of support of the people. Then some copper mines were opened; then followed the making of boots and shoes, tobacco, furniture, cordage, lines and twines. Then came the opening of the famous iron mines of Belle Isle, then the making of ready to wear goods for men, women and children.

Went to Chicago, Back by Toronto

It is over 30 years since Mr. Peace left Newfoundland. Thinking Chicago a larger field, and attracted there as he had a brother who had done well, in business, he visited the Western city as it was then, but finally decided to bring up his family under the old flag. On his way back to St. Johns he stopped off at Toronto and happened to meet Mr. Shannon of Marshall Aston & Co. of Manchester, who had been in the early days in the same employ in Newfoundland. The latter asked him to stay over a while and arranged for him to see the late Senator Macdonald. The result was the engagement of Mr. Peace as senior salesman in the haberdashery and fancy goods department, from which position he rose steadily to that of general manager which he holds to-day. On April 27 last Mr. Peace had been thirty years in the employ of John Macdonald & Co.

Kindhearted and True

Although away from Newfoundland for a long period Mr. Peace still has a warm regard for the island, and believes that the people are the kindest hearted and truest friends that can be met with on the face of this old world of ours. He thinks that they are making a mistake however in not coming into Confederation with Canada.

OTHERS OF 50 YEARS AGO.

AMONG other stores that have been in business for fifty years or more, and which will be described in later issues, are the following: Berwick & Co., Shelburne, Ont.; Robert Wright & Co., of Brockville; John Catto, and Murray-Kay (W. A. Murray & Co.), of Toronto; Manchester, Robertson, Allison, Ltad., of St. John, N.B.; Bartlet, Macdonald and Gow, Windsor, and a number of others. The editors would appreciate hearing from other stores that have been in existence since Confederation.

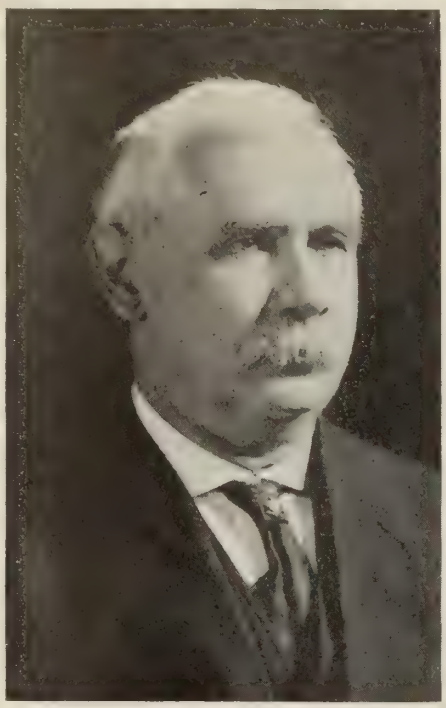
EARLY IN OWEN SOUND

Mr. Wm. T. Lee Tells of the Early Seventies When He Worked Until 8 p.m. Daily.

AN OWEN Sound merchant, who has nearly reached the age of 50 years in business, is Mr. Wm. T. Lee.

In a letter to DRY GOODS REVIEW, he says: "When I come to think I am 60 years of age in August and went to work at 14, none of us has any more than another 50 years to put in." While he has spent most of his life in Owen Sound, Mr. Lee started business in Stratford and later went to Oshawa.

It will be of interest to the trade to know that one of Mr. Lee's sons who was brought into partnership with him in 1909, Mr. Charles J. Lee, vice-president of the firm, is now in France with



MR. WM. T. LEE.

the Army Medical Corps, connected with the 6th Canadian Field Ambulance. Mr. Lee states that if his son is spared, "I think I will retire from active work myself."

This wish for the safe return of the boy in khaki will be echoed by all the dry goods trade in Canada.

How Boys Worked in Early Days

"Being requested to contribute a short article on the conditions of the dry goods trade in the year of Confederation or thereabouts and now, it makes us feel as though I belong to the Old Boys. When I look back to the time I started to learn the business in the good old-fashioned way; boys carried parcels, cleaned lamps, worked every night until eight o'clock; when the buyer went to Montreal twice a year and the cases came to hand, in one lot, and we worked nearly all night opening up the goods, etc. It is needless to say these conditions have changed, for the boys, anyway.

Change to Specialty Houses

"In the early days we were not bothered with more commercial travelers than customers, but the merchant went to market and confined his buying to two or three good houses, and everything was bought from them. Now I may say, fully one-half of the purchases are from specialty houses.

"When I think of the men who were in business in those days, I find that the majority of them have passed away. Not a man left in business now in Stratford, only one in Oshawa and none in Owen Sound.

"Owen Sound is well represented in the dry goods business. You would wonder, sometimes, why a customer had to go outside to do any purchasing at all.

"If my eldest son is spared to come back from France, I think I will retire from active work myself."

STRATFORD IN 1859

Firm of John M. Fraser, 55 Years in Business—Only a Trail in the Early Years.

IT IS with great pleasure that we are able to reply to your request in your June issue concerning stores doing business for 50 years, as the store of John M. Fraser in this city has been doing a dry goods business for nearly 55 years and in the same stand, 18-20 Ontario Street, West. This is the opening letter written by Mr. Donald D. Fraser of Stratford, Ont., to THE REVIEW.

Five years ago Mr. Donald Fraser took over the business of his father and is carrying on the store along the same lines as those on which it was built up successfully, "honesty and courtesy to the public." It was only in April last that Mr. John M. Fraser died in his eighth year after doing an active busines for over 50 years. The late Mr. Fraser was a native of Scotland, being born in Perth, in the year 1837. He emigrated to Canada in 1847 going direct to the vicinity of Stratford. The father, mother and sister of Mr. Fraser, who was then only 10 years of age, were stricken by fever which was raging that year and died on the voyage, leaving him alone.

He attended school in North Easthope, where his first school teacher was James Trow, ex. M.P. In 1859 he came to Stratford and started in business, retiring in 1912.

The late Mr. Fraser always took an interest in municipal affairs and served as Alderman, and also on the public school board. The late merchant tells of going to Toronto to buy goods when he would take a trunk with him and bring it back full of parcels. This was done in one day so that he might not keep his customers waiting.

"Stratford 50 years ago," writes Mr. Donald Fraser, "was not much more than a trail and indeed it is safe in saying that only two or three firms doing business here to-day were in Stratford at that time. So surely it is an honor to be trusted by any city for such a period." His store has always catered to the dry goods trade and has always considered "quality first rather than quantity."



A picture taken in Bermuda celebrating the fiftieth anniversary. Mr. James Mor gan is in the center.

IN BUSINESS IN 1843

Henry Morgan & Co., Ltd., Have Grown Up With Growth of Montreal Since Before Confederation.

FOUNDED in 1843 the firm of Henry Morgan & Co., Ltd., Montreal, was originally Smith & Morgan, and the first location of the firm was on St. Joseph and McGill Streets, where Notre Dame St. now passes. In 1847 Mr. Smith retired, and Mr. Henry Morgan carried on the business under the name Henry Morgan & Co. In 1860 the firm moved to the corner of St. James Street and Victoria Square, where the Eastern Township's Bank Building now stands, and this location was occupied until 1891 when Morgan's again moved to St. Catherine St., beside Christ Church Cathedral where they have remained since. Several enlargements of premises have been undertaken since 1891, and in 1907 the factory premises on Beaver Hall hill were occupied, in which furniture, upholstery, boats, etc., are constructed.

While the name Henry Morgan is retained in the firm-name, the place of the founder in the personnel has been taken by James Morgan, Jr., who is now President of Henry Morgan & Co., Ltd. In 1877 he, with Colin D. Morgan formed a partnership as Henry Morgan and Co. Mr. Colin D. Morgan is now vice-president of the incorporation formed as a limited liability company in 1906.

Clebrated 50th Anniversary

In 1913 Mr. James Morgan celebrated the fiftieth anniversary of his entering the business, and with a phalanx of employees who had been with the firm in the old St. James Street store, and for the twenty-three years spent up to that time in the St. Catherine St. store. The combined total of years of service represented by that gathering, works out to over 700 years.

Fortnight's Trip to Bermuda

The party made a fornight's trip to Bermuda at Mr. Morgan's charge, visiting Southlands, his estate there.

Incidentally it may be mentioned that Henry Morgan's Ltd., have a very comprehensive bonus plan in operation for all employees with increasing benefits according to duration of service.

On all historic occasions of rejoicing in Montreal during their long period of business life, Morgan's have had important work to undertake in connection with decorations of public buildings visited by royalty, and Prince George (now King George V) was a visitor to and customer of the store. Morgan's have supplied all the cabinet ministers of Canada, all Governor Generals, Sir William Macdonald, Lord Strathcona, and many other leading men and women. Furnishings for the Pullman Co., C.P.R., and Grand Trunk Railway Co.'s have largely been supplied by Morgan's, and one of the most recent departures in connection with the factory on Beaver Hall Hill has been the making of shell boxes for use in the present war. Over three quarters of a million shell boxes have been made by the firm so far.

THE JOHN WHITE CO.

In a personal note to the editor that was much appreciated, Mr. John White, head of The John White Co., Limited, of Woodstock, Ont., one of the outstanding successes in the dry goods trade, says in part:

"Yes, it is true, it is over half a century since I established this business at the age of nineteen. I am very thankful, however, to say that I am still feeling young and strong."



A view of the four corners of King and Bay Sts., Toronto, 1870—*on right is A. Baker's Tailor Shop.*

GREENSHIELDS, IN 1834

Growth and Development of the Wholesale House of Greenshields, Limited, Since Before Confederation

CLOSELY interwoven with the history of the dry goods trade in Canada since before Confederation is the story of the wholesale house of Greenshields Limited, Montreal. The business was organized about 1834 by John Greenshields and his father Samuel Greenshields. They did business on St. Paul Street near St. Sulpice Street. Afterwards the two brothers of John Greenshields, William and David, also became associated in the business which was carried on under the name of S. Greenshields Son & Co. In 1852 they removed to St. Sacrament Street, to a warehouse which stood on part of the site where the Board of Trade Building now is. There they continued until 1876. In the meantime the original founders of the business had died, and David J. Greenshields had become the sole owner. He associated with him about that time, his two nephews Edward Black Greenshields, and Samuel Greenshields, also John L. Cains, a brother of George L. Cains who is one of the present directors of the company. There were subsequently several changes owing to deaths of the partners, and in 1891 Edward Black Greenshields was the sole owner. He then took into partnership G. B. Fraser, G. L. Cains, and E. C. B. Fetherstonhaugh, all of whom had been for many years in the firm's employ.

Joint Stock Company in 1903

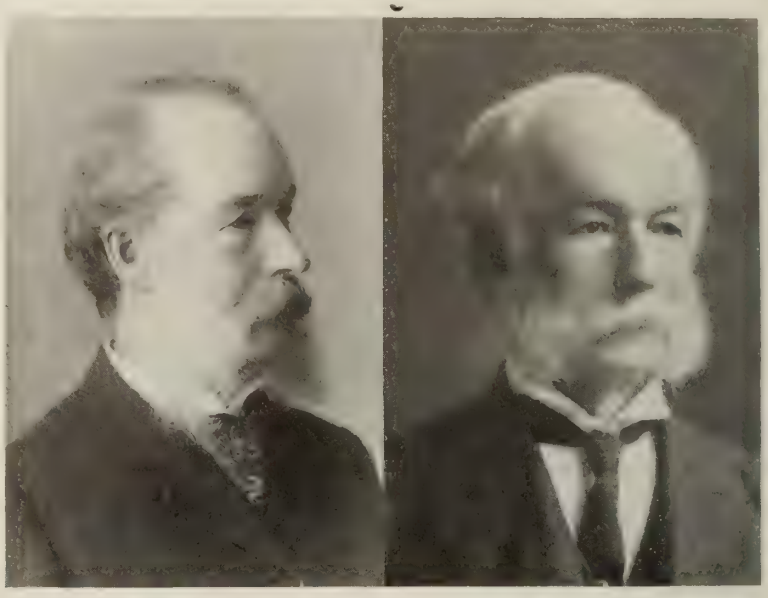
In 1903, it was decided to organize the business into a joint stock concern. The management remained in the same hands, E. B. Greenshields being President, and the other three named being directors of the company. This arrangement continued until April of this year when Mr. E. B. Greenshields passed away. The Company continues in business as usual under the management of the remaining three directors.

More in One Month Than a Year

During these many years the business has increased with the growth of the country. The sales are now greater in one month than they were for a whole year in the seventies. The warehouse capacity has been enlarged to meet the increased demands. The company occupies extensive buildings on the corner of Victoria Square and Craig Street, Montreal. It has buying offices in Manchester, England, and in Kobe, Japan. Travellers of the firm's staff cover the whole country from the Atlantic to the Pacific, and Greenshields Limited have sample offices in all the principal cities of the Dominion.

At Winnipeg they have a regular staff including the Western Superintendent, G. M. Newton, and Western Sales Manager, E. C. Wesservey, who devote their time exclusively to the business of the Western Provinces.

The organization now is considered one of the largest and most progressive in their line in the whole Dominion of Canada. They handle an immense amount of imported goods, and are very large distributors of Canadian textile manufactures. They have the sole agency for Canada of Priestley's Limited of Bradford, and also that of Messrs. D. and J. Anderson of Glasgow.



MR. BROCK AT 55 MR. BROCK AT 81

IN BUSINESS FOR 67 YEARS

ALTHOUGH the wholesale firm of the W. R. Brock Co., with its remarkable growth has not entered the veteran stage of Confederation days, as it was not founded until 1878, 39 years ago, the founder himself is worthy of a special place in the record as he has completed 67 years in business, and at the age of 81 not only spends every day in the big establishment he has built up, but keeps in close touch with his Dominion-wide connections.

As a review of the business career of Mr. W. R. Brock appeared recently in DRY GOODS REVIEW, a brief reference only will be made in this issue, but it is hoped that he will consent to give a talk in the near future to his thousands of friends among the readers of THE REVIEW on some of the interesting conditions of the early days. It was at 14 years of age, on leaving the Guelph Grammar School that Mr. Brock began business in a general store in Caledonia. In 1855 he came to Toronto to Scott & Laidlaw. From 1860 he traveled for Ogilvy & Co. of Montreal, until 1871, from Quebec City to Goderich. From 1871 to 1878 he lived in Toronto as a partner of the firm.

Then began his entry into business as the head of the firm of W. R. Brock & Bro.; then as Wyld, Brock & Darling; and in 1887 the familiar name of the W. R. Brock Co. came before the trade. From two travelers the firm has grown until it has over fifty. Mr. Brock's prominent position in the financial as well as the commercial world needs no comment.

Connected with him in his long business career has been Mr. Hector, known to every one who enters the Brock warehouses. He started in 1864 with Mr. Brock in Montreal, three years before Confederation. In the firm to-day are over a score of employees who has been with it continuously for over a quarter of a century. Mr. B. B. Cronyn is Vice-President and General Manager.

BUY ONLY WHERE HE CAN SEE

From a prominent Montreal wholesaler: "Cottons cannot go lower and even if they fluctuate at the close of the war the tremendous demand for refitting the soldiers and replenishing Europe will raise them high again. The dealer does well who protects himself by selling upon current rates and in buying as far ahead as he can see and no farther. The man with stocks on hand at present is the man who ought to be making money."

Beaverton Toy Company, Limited, has been incorporated at Beaverton, Ont., with a capital of $40,000 to manufacture and deal in toys.



THE LATE SENATOR MACDONALD



Mr. John Macdonald, President John Macdonald & Co.

MACDONALD & CO.

Firm Established by Late Senator Macdonald Nearly 68 Years Ago—Public Honors for the Head

THE wholesale firm of John Macdonald & Co., Toronto, had a small beginning. It was started on September 27, 1849, at 103 Yonge Street, on the west side, second door south of Richmond Street, by the late Hon. Senator John Macdonald. For the first year business was retail only, with a stock of staple and fancy dry goods which amounted to little over $2,000. To assist Mr. Macdonald there were only two persons, one of them a man of experience, the other, a boy 13 years of age.

So successful was the first year, however, that a wholesale business was started the following year, 1850. Three years later this had grown so rapidly that the firm decided to go into the wholesale business exclusively and moved from Yonge Street to Wellington Street, opposite the site on which the present warehouses are located. Nine years later, in 1862, the demand for greater space caused the firm to take over their present site, and from that time a number of enlargements and improvements have taken place. The present warehouse, as their many customers in Canada know, is a block from street to street, with shipping and receiving offices on Front Street. They are built up six stories high. On February 4, 1890, the founder of the firm passed away. He expressed an earnest desire that the business he built up to such proportions should be continued in the firm name of Macdonald and Company. Three years before that, in 1887, Mr. John Macdonald, present head of the firm, was admitted to partnership, seven years after he entered the warehouse. Immediately after the death of his father, his brother, Mr. J. H. Macdonald became partner under the will of the late Senator. Two other brothers were admitted in 1885, Mr. D. M. Macdonald and Mr. A. N. Macdonald.

FUR HOUSE OF 1852

L. Gnaedinger, Sons & Co., Long Established Firm of Hatters and Furriers, Has Remained for Years in Montreal

ST. PETER Street, Montreal, has known the name of Gnaedinger in the wholesale fur and hat business since 1852, and a far-spread clientele throughout Canada has for as many years known the firm also. Founded in that year by Louis Gnaedinger, whose sons after him have been carrying on the business, the House takes care of the output of Monarch and Alliance brands of Derby hats, and deals also in many important lines of soft hats and straws. In furs, the name of the "Moosehead" brand is recognized, and this also is the Gnaedinger brand.

Three Generations

Located now at 90-94 St. Peter Street, the firm's premises are exactly opposite the site of the first establishment opened by Louis Gnaedinger sixty-five years ago. When he passed away in 1880, his three sons, Emmanuel, Frederick, and Theodore carried on the business, and when Emmanuel Gnaedinger died in 1913, his son, Victor, took the vacant place in the partnership, making the third generation of Gnaedingers to carry on the business. Plain and unassuming as is the exterior appearance of the firm's commodious factory and warehouse, it contains many wonders of the trapper's bag, and curios of the bush, as well as regular stock.

WHERE-TO-BUY DIRECTORY.

On account of the uncertainty that exists at the present time and will continue for a long period, DRY GOODS REVIEW felt that it would be of assistance to the trade to prepare a Directory of the principal lines in a dry goods store and indicate the chief sources of supply for these lines. Seven pages of this issue have been devoted to this purpose. After the issue has made the rounds of buyers and clerks, hang it up and consult it when you are at a loss to know Where to Buy.

Thos. Warren, manufacturer of knitted wear, Toronto, Ont., has been succeeded by Thomas Warren Knitting Co., Ltd.



The late Mr. Donald Mackay, founder of the firm of Gordon & Mackay, in 1855.

GORDON MACKAY & CO. —1855

Toronto Wholesale Firm Started in Hamilton 62 Years Ago, Before G. T. R. Was Built

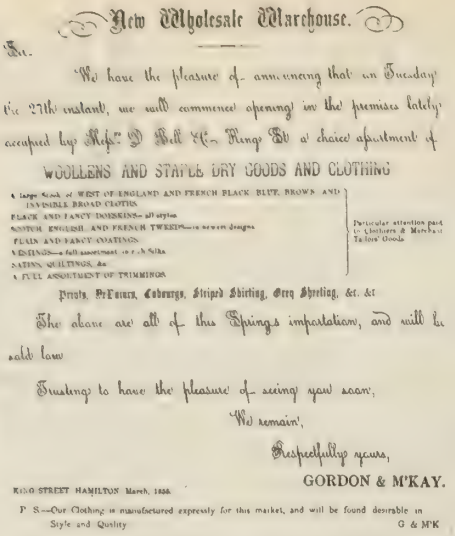
SIXTY-TWO years is the present age of the well known wholesale firm of Gordon, Mackay & Co., Toronto, but it was not in Toronto that it started out on its commercial pathway. It was in the city of Hamilton, which half a century ago was the big spot on the wholesale map of Ontario. Toronto was a very poor second.

The city of Hamilton was at the head of Lake Ontario and had far better connections with "The West," as it then was, namely, Ontario. Such a commercial hold did it have that there were a dozen wholesale houses doing business. The goods were brought from Montreal by water, as little business was done with the United States. An effort was made in those days to get all freight in before the close of navigation as the haul by "team" from Montreal, as can be imagined, was pretty high.

Very shortly afterwards the Grand Trunk Railway was completed and Toronto received its start, and the movement to the Queen City drew Gordon & Mackay in the year 1859. The two partners were Mr. Donald Mackay who had spent fifteen years in business with his brother in Montreal, and Mr. John Gordon who passed away a number of years ago. At the time of the removal to Toronto the firm of Ross Mitchell had been the only wholesale house in Toronto, and this later went out of business.

Enlarged After "the Fire"

In 1899 the business was turned into a joint stock company. Five years later the "Big Fire" occurred and the warehouse with a floor area of 23,400 feet was destroyed. A much larger warehouse served the firm only a short time and new space was secured until now two buildings furnish a total of 153,000 square feet. The employes, including those in the factories number 1,500. A number of firms have been absorbed by Gordon, Mackay & Co., including Knox, Morgan & Co. of Hamilton, and the Toronto firms of W. J. McMaster & Co. and Bryce, McMurrich & Co., while the stock of Wyld, Darling & Co. was bought after the fire.



New Wholesale Warehouse.

Dr.

We have the pleasure of announcing that on Tuesday the 27th instant, we will commence opening in the premises lately occupied by Messrs. D. Bell & Co. Rings We a choice assortment of

WOOLLENS AND STAPLE DRY GOODS AND CLOTHING

A large Stock of WEST OF ENGLAND AND FRENCH BLACK BLUE, BROWN AND INVISIBLE BROAD CLOTHS
BLACK AND FANCY DOESKINS—all styles
SCOTCH, ENGLISH AND FRENCH TWEEDS—in newest designs
PLAIN AND FANCY COATINGS
VESTINGS—a full assortment, in cloth Silks
SATINS, QUILTINGS, &c.
A FULL ASSORTMENT OF TRIMMINGS

Particular attention paid to Clothiers & Merchant Tailors' Goods

Prints, Print Cloths, Cobourgs, Striped Shirting, Grey Shirting, &c. &c.

The above are all of this Springs importation, and will be sold low

Trusting to have the pleasure of seeing you soon,

We remain,

Respectfully yours,

GORDON & M'KAY.

KING STREET HAMILTON March, 1855.

P. S.—Our Clothing is manufactured expressly for this market, and will be found desirable in Style and Quality

G & M'K

Facsimile of first notice.

Mr. J. W. Woods Began as Entry Clerk

The President and General Manager of the firm to-day is Mr. J. W. Woods, who has been connected with it for 42 years. Mr. Woods never met Mr. Gordon who was in Europe when he entered the employ of the firm in 1874. He passed successively through every stage from entry clerk and packer up. In 1877 he went on the road and 31 years ago he made his first trip across on the Germanic to England and France. The next three were taken on the same steamer. Altogether Mr. Woods has made 55 double, or 110 single trips over to Europe.

While Ontario traveler his route ran along the main line to Sarnia and north to Southampton, by way of Clinton and Kincardine.

On the death of Mr. Mackay in 1907 Mr. Woods was appointed President. He had been the virtual head for several years before.



Mr. J. W. Woods, president of Gordon, Mackay & Co. since 1907.

Represented Canada on Trade Commission

The head of this firm who for all his 42 years in business possesses unusual vigor has taken a prominent part in civic life especially in connection with the Board of Trade of which he was President. He was chosen by the Dominion Government soon after the outbreak of the war as one of a Commission to go over to Europe to investigate trade possibilities. During the present summer he has been the main driving power of the group engaged in stimulating greater farm production in this section of the province.

KNIT GOODS AND MILLINERY.

The August issue of DRY GOODS REVIEW will give special attention to knit goods for Spring, 1918. Members of the staff will visit most of the knit goods mills in Canada and give an account of the lines they are offering and the conditions that will govern the output of underwear, hosiery and sweater coats.

The August issue will contain in addition a study of assured styles in millinery for Fall, covering New York, Chicago and Paris, as well as Canada.

URGES EARLY BUYING OF STAPLES

A WELL-KNOWN Toronto wholesaler says: "Merchants would do well to protect themselves by buying whatever they can handle of staples as early as possible. The market prices are up 25 to 35 per cent. now on the prices paid for goods coming in for Fall. We cannot buy at the prices we are now selling at and they are continually ascending. The British Government has prohibited the sale of all cross bred and 70 per cent. of cashmere yarns for any other than war orders. Bradford mills are now working on a new government order received in May for between 15,000,000 and 20,000,000 yards of khaki cloth. It appears that if the war continues it will not be many months hence when no woolen goods will come from England at all. Therefore whatever provision for the future one can make is advisable."

NEW CUSTOMS RULING

Not More Than 25 Per Cent. to be Added to Market Value of Goods at Time of Purchase When Imported Within Nine Months—Result of Importers' Protest a Year Ago.

A CUSTOMS Regulation that has just been issued recognizes to a certain extent a contention made by Canadian importers about a year ago when they protested to the department against paying duty on the price of goods based on the market value at the time of shipment. They maintained that they should pay duty on the "contract" price which may have been fixed six or eight months before. The Customs Department has given in to the extent that not more than twenty-five per cent. shall be added to the purchase value to represent the advance in price in the meantime.

The Regulation

"During the period of the war, until otherwise ordered, Customs duties on imported goods subject to an ad valorem rate may be accepted by Collectors of Customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada.

Rudolphe Boudreau,
Clerk of the Privy Council."

The argument of the importers last year when the rule that duty must be paid on the value "at the time of shipment" began to be enforced strictly for the first time, was that this was an injustice to them. For instance the wholesalers bought goods at a certain contract price say in April, and allowing for duty on this purchase price, at once turned and disposed of these goods to the retailer. In July or August or later when the goods were being shipped they were charged a duty say of 30 per cent. on an increased valuation since the goods were bought. If this amounted to 50 per cent. the extra duty would be 15 per cent., which would wipe out the margin of profit, and more. On a 25 per cent. increase the extra duty would add 7½ per cent. to the cost of the goods, for 20 per cent. it would be 6 per cent. more, and so on. The Department at last consents to a maximum increase of 25 per cent. over the purchase price when goods are imported within 9 months.

War conditions are of course the occasion of the regulation being noticed at all. In normal times the two columns, one for the purchase price and the other for the "market" price at time of shipment, were invariably the same, and the average importer duplicated the figures without a thought of their significance.

Win When Market Drops

The Customs authorities state that when the market is on the downgrade the importer will be paying only at the lower price when the goods are being shipped not at the higher purchase price. "Maybe so," the importer remarks, "but that time is still afar off."

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CLEARING SALES.

This advertisement is a clean-up one designed by W. C. Greenhill, the manager of this Brantford store.

A Montreal buyer, speaking of this subject, said his firm kept up its stock of good selling lines, but did not feature any special sales until the season was almost over. "When the other stores begin bringing out their early models for the next season—say Fall suits early in August—then I have time to clear out my slow Summer lines. These I clear up at the end of the season for 50% of the original price. This year, however, has been such a slow one for real Summer garments that I have reduced Spring coats and suits 50% already."

HINTS TO BUYERS

NEW AGENCY FOR DELFOSSE & CO.

DELFOSSE & CO., Montreal, manufacturers of fixtures, have been appointed the agents for Canada for the National Decorative Co., Inc., Camden, N.J., manufacturers of Valances, Lace Curtains, Panels and Drape Shades for store windows, etc.

NEW PREMISES, GEO. BORGFELDT & CO.

GEO. BORGFELDT & Co., Toronto, have moved to 54-58 Front St., West, on the third floor where they are now settled. Mr. Booth the manager is pleased with the splendid supply of daylight which the new premises afford and which he feels is very necessary for the proper display of his fine china, cut glass and similar lines of fancy goods.

GOVERNMENT CONTRACT TO PINE TREE SILK MILLS

THE UNITED States Government has awarded to the Pine Tree Silks Mills of Philadelphia, a contract for a large quantity of silk mufflers used by the navy.

THE AUGUST FIGURES

Facsimile for Frontispiece.

Fig. 1—Toilette de Campagne.—The under jupe which is of rose colored taffeta is made without plaits, and has two flounces at the bottom cut into Vandykes. The upper jupe is of delicate grey mohair, and is also made without plaits, the lower portion being shaped into bold vandykes, and trimmed round the edges with little jet drops. The corsage is made high and the sleeves tight; down each side of the grey jupe runs a band formed of diamond-shaped ornaments of the same color and material as the under jupe, and bound with a narrow black border. Similar but smaller bands ornament the sleeves at the wrists and shoulders; and a rose-colored pelerine collet fastened with jet buttons completes the costume. The coiffure is composed of a veil Catalane fastened to the hair with a jet ornament.

Fig. 2.—Walking dress. Under jupe of light green taffeta trimmed with straw passementerie and embroidered with clover flowers. The upper jupe which is of black silk, is caught up with rosettes formed of black and white guipure. The corsage a grande basque, also of black silk, is made with rather long skirts, and is cut square and open in front, to show a black and white chemisette. It is trimmed round the edges and at the waist with black and white guipure. The sleeves, which are tight, are trimmed down the inner seam with similar guipure. The chapeau, of black and white tulle, is wreathed with jessamine and primroses and small dark purple berries, the strings being of light green taffeta, of the same shade as the under jupe.

Fig. 3.—Walking dress. Pelisse polonaise, of pale maize-colored poult de chevre, made with both loose and tight sleeves, and trimmed round the edges and at the pockets, shoulders and cuffs with leaf-shaped ornaments of light blue taffeta, which is the color of the jupe, the lower portion of which is one mass of little flounces. The chapeau of fancy straw, is wreathed with branches of forget-me-nots, the strings being made to match the trimming of the pelisse. Narrow velvet strings of the same color are fastened in a bow beneath the chignon.

Fig. 4—Ball or evening dress. Robe of gaze de Chambray, worn over a jupon of white taffeta, and trimmed round the bottom with three narrow flounces of white tulle; a series of puffs springs, as it were, from these flounces on each side, and ascends towards the waist in a spiral form, each gradually diminishing in size the higher it gets. These puffs are trimmed with sprigs of roses; a cluster of white ornaments the front of the bertha, while single roses decorate each shoulder. The coiffure consists of a wreath of roses, one end of which falls in the direction of the long curve which hangs over the left shoulder.

BUYERS' VIEWS

READY-TO-WEAR

From Miss E. Richardson of Murray-Kay, Ltd., Toronto.

1. Best length for Fall suit coats will be 36 and 38 inches. A few exclusive styles longer.
2. Pleats will continue for one-piece dresses.
3. Shorter capes attached to coats will be shown, but long capes and cape coats are not a style to last long.
4. Military effects will not likely be strong in Canada. They have had their day here.
5. Barrel styles are becoming less popular.
7. Coats and jackets will be best in straight cuts.
8. High collared blouses will be good for Fall. Miss Richardson added that some New York manufacturers were talking of long coats being made 50 inches but she does not think the average customer could wear a coat that length to advantage, 45 inches would be a more popular length.

DRESS FABRICS

From A. F. Little, Regina Trading Co.

1. We predict tendency towards coarse weaves.
2. The submarine shade of grey will be exceptionally popular.
3. Silks will hold premier place for suits and dresses. Greater demand for suiting silks than hitherto. Satins also will be exceptionally popular for evening gowns, etc.
4. Seales, plushes and blanket coatings in colors will be leading fabrics for coats.
5. Velvets and plushes will be used in greater volume than in previous years for suits.
6. Colored satins, Duchess, silks, taffetas, crepe de chines, poult de soies, gros de Londres, Haitienne rays, etc.
7. Will high price of woolens make big silk season? Decidedly yes!

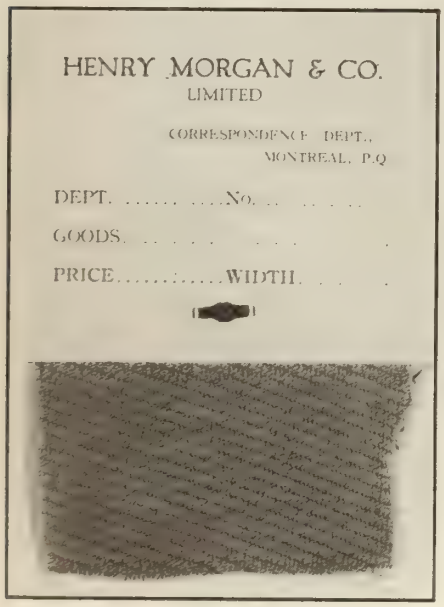
Remarks—Broadcloths and serges we suggest as being leading suitings for Fall.

READY-TO-WEAR

From W. C. Greenhill, Levy's, Brantford.

1. 32 to 36 inches. Liable to be longer or shorter.
2. Plain styles preferred to pleats.
3. No long capes or cape coats for staple Canadian trade.
4. No military effects to any extent.
5. Draped skirt effects with pockets in dresses only.
6. Plain tailored, mannish suit.
7. Nine-tenths slightly fitted.
8. Would go easy on high colored blouses.

Remarks.—Fur trimmings will be used to a large extent on suits and separate coats of novelty lines.



On the back of this sample instructions are printed. These suggest a 'second choice" in case the first is sold out. 'The prices quoted are strictly net, no discount being allowed to the trade, clergy or other institution."

Dominion Ostrich Feather Company Limited

78 WELLINGTON STREET WEST

TORONTO



The articles here illustrated comprise only a few of our best selling numbers.

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WHERE-TO-BUY DIRECTORY

(Continued from page 183)

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Ladies' Wear, Ltd., Toronto.

WAISTS, COTTON
Standard Ladies' Wear, Ltd., Toronto.
Vogue Waist Co., Montreal.

WAISTS, CREPE DE CHINE
McCutcheon Waist Co., Montreal.
Standard Ladies' Wear, Ltd., Toronto.
Vogue Waist Co., Montreal.

WAISTS, P.C.
Parisian Corset Co., Quebec.

WAISTS, GEORGETTE
Standard Ladies' Wear, Ltd., Toronto.
Vogue Waist Co., Montreal.

WAISTS, SILK
Elgin Waist Co., New York.
Hampton Mfg. Co., Montreal.
McCutcheon Waist Co., Montreal.
H. & M. Renter Co., New York.
Royal Silk Dress & Waist Co., Montreal.
Standard Ladies' Wear, Ltd., Toronto.
Vogue Waist Co., Montreal.
Winsome Waist Co., Toronto.

WAISTS, VOILE
Standard Ladies' Wear, Ltd., Toronto.

WAISTS, WASH
Hampton Mfg. Co., Montreal.
McCutcheon Waist Co., Montreal.

WASH APRONS
Can. Consolidated Rubber Co., Montreal.

WASH GOODS
W. R. Brock Co., Toronto and Montreal.
Greenshields, Ltd., Montreal.
McIntyre, Son & Co., Montreal.

WASH SUITS, BOYS'
Flett, Lowndes & Co., Toronto.
James Richardson & Co., Toronto.

WALLETS
Julian Sale Leather Goods Co., Toronto.

WATCH WRISTLETS
Julian Sale Leather Goods Co., Toronto.

WATERPROOF CLOTHING
Can. Consolidated Rubber Co., Montreal.

WEBBINGS
Belding Paul Corticelli, Ltd., Montreal and Toronto.

WHITEWEAR
Can. Converters Co., Montreal.
The Diamond Whitewear Co., Three Rivers, Que.

WHITE GOODS
Butler Bros., Chicago.
Cohn-Hall-Marx Co., New York.

WHITE CLEANER
Nugget Polish Co., Toronto.

WHITE PIQUES
Ferguson Bros., Montreal.

WHOLESALE DRY GOODS
W. R. Brock Co., Montreal.

WHIPCORDS
Pacific Mills, Lawrence, Mass.

WINTER CAPS AND CLOTH
L. Gnaedinger, Son & Co.

WIRE GOODS
Torcan Fancy Goods Co., Toronto.

WINDOW CURTAINS
John M. Garland, Son & Co., Ottawa.

WINDOW SHADES
Daly & Morin, Lachine, Que.
Geo. H. Hees, Son & Co., Toronto.

WOOLLENS
W. R. Brock Co., Toronto.

WORK CLOTHING
Butler Bros., Chicago.

WORK SHIRTS
J. A. Haugh Mfg. Co., Toronto.
Deacon Shirt Co., Belleville, Ont.

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John M. Garland, Son & Co., Ottawa.

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Canada Veiling Co., Toronto.

WRAPPERS
Can. Converters Co., Montreal.

WRITING CASES
Julian Sale Leather Goods Co., Toronto.

YARNS
Belding Paul Corticelli, Ltd., Montreal and Toronto.
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Dry Goods Review

Vol. xxix. No 8



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August 1917



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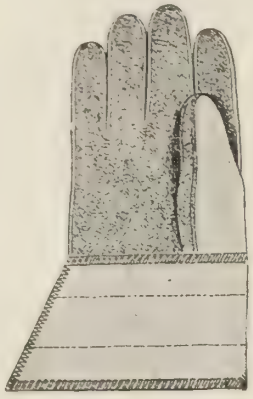
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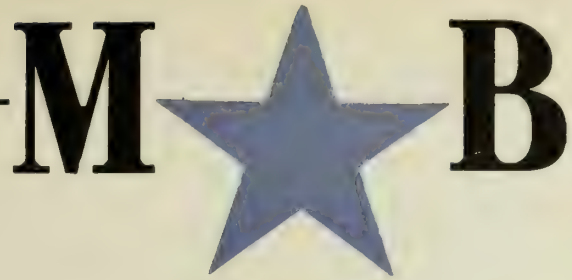
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13—17

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14—19

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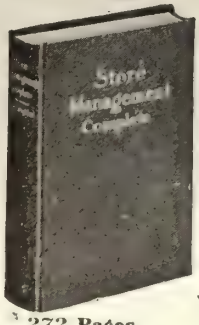
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TORONTO

The "Arlington" Collar
Sales Calendar

AUGUST

S	M	T	W	T	F	S

The Month of Many Collars

August has always been a big month for the laundryman.

Scorching hot and sultry days, sudden showers, and long, hot nights, are mighty hard on linen collars. To look right a man needs a clean collar every day and another one at night.

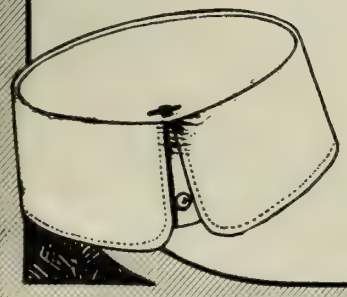
You can make August a big month for *you*. Beat the laundryman to it!

Show your customers the advantages of discarding the quick-wilting linen collar for the Arlington Cleanable Collar that can't wilt.

An Arlington Collar means a clean collar *all the time* without laundry expense.

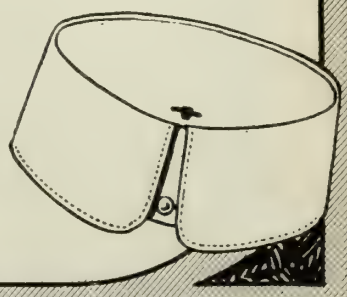
From the various Arlington Brands your customer can have a waterproofed collar at his own price. He can have his favorite style, his correct size, and a choice of linen, dull or bright finish. He can, in fact, have everything a linen collar could give, minus the laundry bills.

August should be a big month for Arlington Collars.



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The Arlington Company of Canada, Limited
56 Fraser Avenue - TORONTO

REGISTERED TRADE MARK

WORRALL'S
FAST DYES
VELVETEENS

owe their richness and suppleness to the dyer. They undergo more processes at his hands and make greater demands on his art than do any other materials.

For centuries Manchester has been the centre of the world's velveteen trade, and here the art of dyeing and finishing velveteen and kindred goods has attained its highest development.

The firm of J. & J. M. Worrall, Ltd., dates back a century and a half, and from their Ordsall Works, which now cover many acres, have come not a few of the improvements which have given the velveteens of to-day the beauty and lustre which have won for them such world-wide popularity.

The introduction of Worrall's Fast-to-rubbing dyes some years ago opened a new chapter in the history of the industry and well informed velveteen buyers the world over—more particularly when buying for costume purposes—now insist on a guarantee that their cloths are in Worrall's Fast Dyes.

GRAND PRIX

FRANCO BRITISH EXHIBITION 1908

WORRALL'S

FAST-DYED VELVETEENS

DYED AND FINISHED BY

J & J.M.WORRALL LTD MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD

GRAND PRIX

TURIN EXHIBITION 1911.

J. & J. M. WORRALL, LIMITED, ARE NOT MERCHANTS, SO ALL ENQUIRIES FOR VELVETEENS IN THEIR DYES SHOULD BE SENT THROUGH THE USUAL WHOLESALE CHANNELS

THE FOUNDATION AND SUCCESS OF

"RITE" SPECIALTY CO.

SPECIALTIES IS ORIGINALITY

Come to our Showrooms and see how *RITE American Ideas* will make you forget the Foreign Markets. We will show you a Tremendous Assortment of Original

NURSERY NOVELTIES and TOYS

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for your Infant's, Toy, Novelty and Gift Shop Departments. All built up to the RITE Standard, which means

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If you are not coming to New York, send for a $25.00—$50.00 or $100.00 Assortment of Newest RITE Novelties.



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Factories—New York and Newark, N.J. **Chicago Salesroom—1019 Medinah Bldg.**

The W. R. BROCK COMPANY (Limited)



We direct the attention of Buyers coming to market to the desirability of selecting early, besides the great advantage to be derived by personal touch with present market conditions.

The Canadian National Exposition, to be held in our city Aug. 25 to Sept. 10, again affords a double incentive for visiting Toronto at this time and offers reserves of information to the Merchants of the Province.

In accordance with our practice of previous years we shall do our utmost to further the interest of the trade, and will be in most excellent shape to supply ranges in some of the prospective scarce lines, and besides having a large range of the most desirable commodities required for the coming season.

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Warehouse South West Corner Bay and Wellington Streets

TORONTO

Dry Goods Review

VOL. XXIX. TORONTO, AUGUST, 1917 No. 8



Letter from our Paris Correspondent



PARIS, July.—Since, within the next few weeks, everybody will have left the stuffy Paris atmosphere for the fresh seashores of Normandy and Brittany, the question is, What shall we wear at Deauville, or at any other fashionable seaside place?

Of course, the most favored shades will be: white and showy colors, such as green, lemon, cherry, etc.

Silk Jersey and even woollen Jersey tailored dresses will be seen everywhere, for the reasons explained in a former letter, viz.: they are comfortable and handsome. A white silk Jersey costume is, in my opinion, the prettiest, especially as it can be trimmed with one of the above showy shades. The blouses generally worn with these are made of silk, muslin or voile. You can have also a straight dress in white Jersey, with which you will wear a loose jacket or a bolero (if you like it best) in green or cherry Jersey.

What I like in these dresses is that they are suitable for sports, which is very convenient at the seaside, and yet, to go to the Casino or linger along the beach, they are quite dressy.

In some instances, and as I wrote some time ago, we have sleeveless jackets, which suit particularly well the Jersey dresses. There is just a straight opening for the arms to go through.

We have fancy Jersey designs, striped or checked, which are generally seen in connection with plain Jersey, the one being used as a trimming for the other: cuffs, collar, band at the bottom of the skirt.

Fancy Shantungs and Tussors

Outside of Jersey, which is the most famous material of the day, we have also Shantung and Tussor, which are almost classical. They are in all shades, "grege" being the most favored for the seaside. There, again, we have a good many various designs, the two samples which I enclose being the neatest I have found. They are very decorative, and come in useful for trimmings, for children's frocks, and also on the big sailor collars just now in vogue.

The tonneau shape has invaded the bathing suit department, and most of the bloomers or bathing skirts have some loops hanging from the waist line down below the hips, to give the barrel effect. I have seen a good many of these in black taffetas trimmed with sailor collars or dotted foulard, purple or other shade. The bathing bonnet or bandana was also of black taffetas trimmed with foulard. This taffetas is very convenient for bathing purposes, for it has the same shape after, as before, entering the water, thus relieving one of the unpleasant feeling of the close-fitting suit when wet.

For evenings spent in the Casino, we shall wear, in connection with the silk Jersey jacket, skirts more fanciful than while on the beach. I have noted one figure that was rather nice: the skirt was of black crepe de chine, the jacket of white silk jersey, was trimmed with black crepe de chine. With this costume, a hat made of draped crepe de chine and a few feathers (bird of Paradise, or other supple feathers would do) made an ensemble remarkably smart.

Waistcoats With Open Jackets

The jackets are not at all fitting: they never are buttoned in front now, but leave a space bare of at least 5 inches. This space is filled in by a waistcoat of fancy material, a very fashionable shape, being the exact reproduction of the waistcoat that gentlemen wear with an evening dress, viz., very wide open, and closed by three buttons.

The latest models of gowns for garden parties are remarkably straight. In fact, they have no shape at all. Most of them consist of a straight satin "fourreau" covered with a tunic of net, which is beautifully, yet simply, embroidered and beaded.

For dinner, long blouses of light silk or embroidered net, going down to the knee, are very much worn, for they are so light that they suit the present hot weather. Besides they are very dressy.

Unless any change occurs, the V-shape seems to be decidedly in favor for blouses' neck-line; it is very youthful looking, especially when a nice tie of a showy shade enhances its prettiness. Another collar that is very nice, too, is

SUMMARY

Paris a-holidaying wears white and showy colors.

Jersey, Shantung and Tussor favorite materials.

Barrel shaped bathing suits of black taffeta trimmed with dotted foulard.

Jackets worn open over 3-button waistcoat.

Afternoon gowns remarkably straight with beaded or embroidered net tunic.

V-shaped neck-line preferred. Pleated Pierrot frill new.

Sleeves small in teagowns; short with turn back cuffs for sports; long and wide on blouses; short and broad or long and flowing for evening dresses.

Simple peasant frocks for juniors.

Table and furniture covers must be embroidered. Richelieu embroidery has variations.

Everything is grey for the traveler.

For Autumn, silver lace, silver cloth, gold and silver *larnés* velours frappé with silver and white fox will be important for evening garments.

the pleated Pierrot frill, of white open-work muslin, or finely fluted net. This, of course, suits the round neck line.

Variety in Sleeves

According to the garment they are on, the sleeves are different.

In tea gowns they are small, and sometimes a part of the collar, which affects the shape of a yoke.

For sports and walking dresses, we have some very short flat-fitting sleeves, which do not reach the elbow, and are quite country-like. They accompany very nicely a sailor collar, and the revers of the sleeve is in the same material as the collar.

On blouses, they are long, wide and finished in a small cuff, or no cuffs at all, the end of the sleeve is then turned up into a revers of very fancy shape, or the fullness is gathered into a ribbon band, with a knot on the wrist, leaving a few inches of the sleeve to make a frill.

For evening dress, the sleeves will be rather short, pagod shape, and generally very broad. The few long ones that are seen have no cuffs, but their fullness will hang loose along the arm.

We do not wear petticoats, or at least those we have are so short that they are hardly worth mentioning.

However, since the materials used this summer are particularly thin, the skirts are lined with pongee or silk muslin, and sometimes half the bodice is also lined, making a kind of Empire brassiere, which takes the place of corsets.

Peasant Frocks for Summer

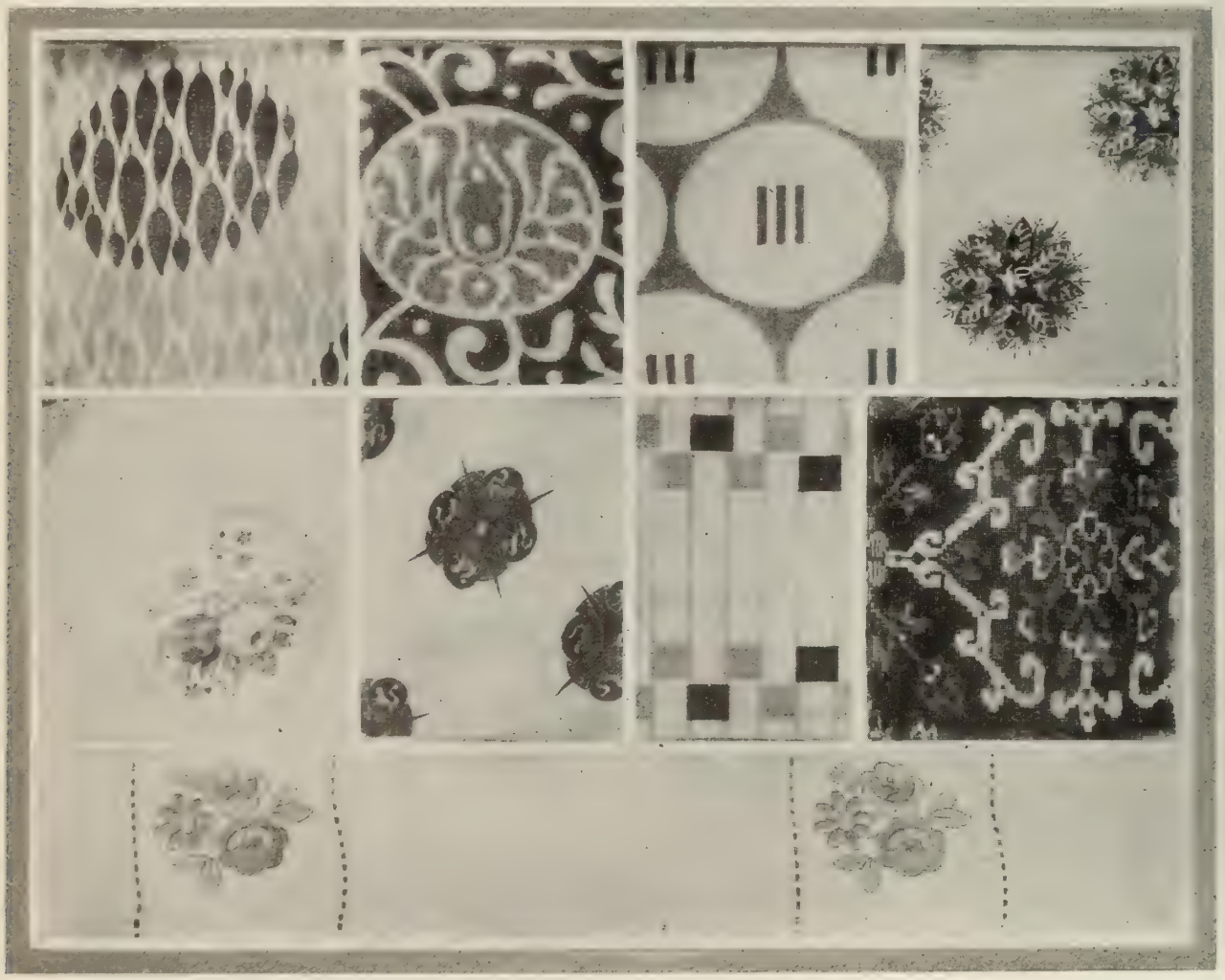
Now, let us see how our youngsters are clad this Summer. The "note" is to keep all their movements absolutely free; therefore, they will have very broad clothes. Boys and girls will look like young peasants (who, as a rule, are not at all hindered by their garments).

Yet, young ladies will look very elegant even in the present dresses, most of which are composed of a short skirt, heavily flounced on a very flat bodice, hardly longer than a yoke. The collar line will be very wide open, generally round, and the sleeves will fully show the elbow. Socks, of course, or nothing but tiny shoes on their feet (patent kid or white deerskin are the most fashionable leathers for youngsters). Small mushroom hats or sailor caps will be quite sufficient.

Boys will have some "normal blouses," which are eccentric, yet not so pretty as the sailor costume I saw the other day on a lovely youngster of, say, four years old: tiny trousers buttoned on a waist, very small sleeves and a large sailor collar wide open in front. A straw hat completed the set, which was made of white handkerchief linen, the only trimming being in the buttons that were in a different shade.

In my opinion, it is very important to get a child used to choose her own dresses, shapes, shades, and also the trimmings. I don't consider it idle talk for a girl to speak about "chiffons" or to listen to her mother's views on the subject. It develops her taste, and will come in useful in later days, when she must look pretty.

Besides, the quick judgment of the



VOILES WHICH PARIS LIKES.

These are samples of the newest voiles offered by Paris. The foulard patterns in the top row and the two at the left in second row indicate the strong tendency arising for this type of design. Leading Toronto buyers are banking on these for next year. The block pattern next is extremely dainty when made up, colors are Nile and black. While Persian voiles are not among the biggest items, they remain good for trimming in the rich dark colorings. Below is a delightfully simple design but one which meets with general approval. A really pretty thing will always sell. Medium and dark blues, tans and deep rose shades predominate in this typical collection.

child and her sound logic will soon teach her to make the distinction between what is nice, and what is not, and she will learn, much better than she would do theoretically, why two shades do not match, and what is wrong in a figure.

Therefore, I should advise the mothers to get, as much as possible, their children (girls especially, although boys would not lose their time in such a study) to watch around them, and never to miss a chance of showing them something artistic and nice.

A mother who could have decided her little girl to make willingly by herself some of the ornaments with which she will adorn her clothes would have done a lot for her. I might suggest that, as the coming fashion will be full of woolen embroidery, the little girl, properly directed, could make some for her Winter coat or dress. There will be plenty of tapestry stitch (point de croix), which is easy to make, and, while at the seaside, the child could be kept quiet after she has thoroughly enjoyed herself. She would learn something and appreciate hand work; perhaps she would be more careful of her clothes, remembering the pains she took in trimming them.

Hand Work for Many Purposes

During the long stations on the beach, where meetings will be held under the usual tent, there will be many opportunities for an industrious lady to make pretty things. Of course, knitting for the soldiers, or work for the Red Cross, will be the main occupation, and will agree very well with the conversation, the same topics being heard in every tent: the latest news received from the firing line will be discussed, and the names of places hitherto hardly known will be mentioned by every wife, mother or sister, whose beloved ones partook of glorious feats. And at the same time the hands will be busy, too. As a rule, and in order to have a change, the knitting is left for a while, and replaced by embroidery work. There is always something to be renewed among the many cushion covers, cloths or curtains in the Paris house, and the quiet time of holidays is the best of all for suggestions.

At present the fashion is to have all the table cloths in the drawing room, the covers of armchairs and sofas, also the cushions, made in thick linen, embroidered with thick mercerized cotton, the cloth and cotton generally not bleached.

That kind of embroidery, where designs are always big, is called Leda, Merveilleuse. Francois I., etc., according to the firm that sells it. It is Richelieu embroidery mixed with plumetis; big designs with large holes, so as to show very much of the lining, which is very showy, scarlet, purple, green, yellow, to match the shade of the furniture. Although this may, at first sight, appear coarse, it is very nice indeed. I have seen a cushion embroidered with thistles, also some with clover and its flower, much enlarged. Grapes and wine leaves would do well. Corn if embroidered in gold and yellow is fine too. However, the difficulty of this work is that it must be faultless, for any defect is detected at once. It is only suitable for house ornaments.

Travelling Equipment

For travelling purposes grey seems to be the most favored shade. The enclosed sample of Jersey silk will give you an idea of the exact grey that is worn. From the comforters down to the shoes, everything is grey.

The comforters affect the shape of bandana head covers, which is useful for nights spent in the sleeping car. In that case, one end is put round the head, and wound round the neck. The other end hangs down on the table, ended by a tassel, same as the first end, which is an ornament on the head.

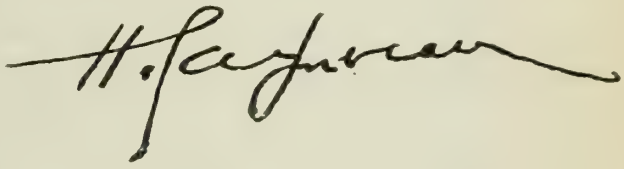
Travelling shoes are made of grey deerskin rather than in brown box calf, although the latter will still be favored for excursions, on account of its solidity.

Hints for Fall

The very first tips for the new season announce that we shall be handsome. While the straight line will be favored still, it will seem quite new, for the materials will be remarkably fine.

We shall have silver lace for evening dresses, and for evening cloaks some marvellous silver cloth or gold and silver lames, of which I send you two samples. Velours frappe, as in the enclosed sample, will also be seen on beautiful coats. In fact, these pieces are taken from three different models which have the shape of broad capes, similar to those worn by the Spahis, and adorned with rich furs, silver fox and white fox, which still enhance their beauty.

I shall tell you more on the subject in my next article.



New Customs Ruling

Not More Than 25 Per Cent. to be Added to Market Value of Goods at Time of Purchase When Imported Within Nine Months—Result of Importers' Protest a Year Ago.

A CUSTOMS Regulation that has just been issued recognizes to a certain extent a contention made by Canadian importers about a year ago when they protested to the department against paying duty on the price of goods based on the market value at the time of shipment. They maintained that they should pay duty on the "contract" price which may have been fixed six or eight months before. The Customs Department has given in to the extent that not more than twenty-five per cent. shall be added to the purchase value to represent the advance in price in the meantime.

The Regulation

"During the period of the war, until otherwise ordered, Customs duties on imported goods subject to an ad valorem rate may be accepted by Collectors of Customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada.

Rudolphe Boudreau,
Clerk of the Privy Council."

The argument of the importers last year when the rule that duty must be paid on the value "at the time of shipment" began to be enforced strictly for the first time, was that this was an injustice to them. For instance, the wholesalers bought goods at a certain contract price, say, in April, and allowing for duty on this purchase price, at once turned and disposed of these goods to the retailer. In July or August or later when the goods were being shipped they were charged a duty say of 30 per cent. on an increased valuation since the goods were bought. If this amounted to 50 per cent. the extra duty would be 15 per cent., which would wipe out the margin of profit, and more. On a 25 per cent. increase the extra duty would add 7½ per cent. to the cost of the goods, for 20 per cent. it would be 6 per cent. more, and so on. The Department at last consents to a maximum increase of 25 per cent. over the purchase price when goods are imported within 9 months.

War conditons are, of course, the occasion of the regulation being noticed at all. In normal times the two columns, one for the purchase price and the other for the "market" price at time of shipment, were invariably the same, and the average importer duplicated the figures without a thought of their significance.

Win When Market Drops

The Customs authorities state that when the market is on the downgrade the importer will be paying only at the lower price when the goods are being shipped not at the higher purchase price. "Maybe so," the importer remarks, "but that time is afar off."

PATTERN COMPANY MEETS RETAIL CRITICS

Reply Sent by One to Complaints of Many Merchants Published in June Issue — Explaining Interest Charges, Half-Yearly Returns and Other Points.

THE first of the replies of the pattern companies to the broadside that was delivered by some of the readers of DRY GOODS REVIEW in the June issue is given below. Some interesting points in regard to the criticisms of retailers are brought forth by the Home Pattern Company. One of these refers to the return of the fronts of the envelopes of discarded patterns. The value of the paper is a big item to the pattern marker.

Two exchange periods a year are declared to be all that are practicable. As for the fashion sheets it is stated that these are supplied at cost. The interest charge is also taken up. Long term contracts are made but the firm is not "arbitrary" on this point. It is admitted that the pattern department is not a "Big money maker" but the claim is made that it is a very valuable adjunct. The letter from the company's representative in New York reads as follows:

I am not at all surprised at the contents of your esteemed communication of July 5th because, knowing the policy of your Company as I do, I felt sure that it was your original intention to serve your subscribers first—to give them the benefit of an open discussion of the pattern question in the columns of your good publication.

I am taking up below the criticisms of pattern contracts offered by your subscribers in the June issue of The DRY GOODS REVIEW, in the order in which they were published:—

Why Whole Pattern Goes Back

GLANVILLES, LTD., CALGARY, ALBERTA.—Under normal conditions to return only the fronts of the envelopes of discarded patterns would be fair but under present conditions with paper cost up 300 per cent. any reasonable merchant must realize that it means a great deal of money to the pattern manufacturer to secure the return of the entire discarded pattern. The merchant may feel that in his individual case it does not amount to very much but he must bear in mind that his return is only one of thousands. (See P. S.).

ISSAC PEDLOW, RENFREW.—Mr. Pedlow's criticism is the criticism of an anti-pattern man to which there is, of course, no answer. It is a fact recognized by the shrewdest merchants in the country that a pattern department is a valuable asset to any store if properly conducted. A pattern department is necessarily not a big money maker but it is a powerful trade stimulant and will draw more women to the store than any other line of merchandise carried. It is advertising which pays a profit.

STEACY & STEACY, KINGSTON, ONTARIO.—This criticism refers only to the sale of or demand for patterns in Kingston, not to the condition under which patterns are sold and would apply equally as well to any other line of merchandise carried which did not move as quickly as the merchant wished.

PLAYFAIR & PRESTON, MIDLAND.—Under our terms these merchants would have no criticisms whatever to offer because we do allow even exchange—no discount is deducted on returned patterns.

Interest

RE-CABINETS.—We supply cabinets on a loan arrangement only asking merchant to pay 4 per cent. interest per year on the value of the cabinets, no original investment necessary.

BECK'S DRY GOODS STORE, WINNIPEG.—We allow full cash credit on all discards. It would be impracticable for the pattern manufacturer to seal the pattern envelope and print thereon "Not exchangeable when seal is broken" for the reason that while this might please a merchant here and there, it would not find favor with the majority of retailers who are desirous of allowing their customers to inspect the goods and moreover, many retailers prefer to exchange, feeling that even though once in a while a customer may take advantage of them, in the main the customer is honest and her trade is worth a great deal more than the occasional loss of a pattern.

T. LAWRENCE & CO., CREEMORE, ONTARIO.—If the merchant will look at the question of discards from the standpoint of the pattern manufacturer he will readily realize that two exchange periods per year are all that are necessary and practicable. There would be no added advantage in exchanging the patterns oftener than once every six months particularly when the merchant is operating under a fair agreement allowing him 10 per cent. exchange credit. More frequent discard periods would not make his stock any more saleable and would only add transportation expense to the conduct of his pattern department.

ROBINSON'S DEPARTMENT STORE, BIDEFORD, ALTA.—Under our terms all discarded patterns are returnable at one hundred cents on the dollar.

Costs of Fashion Sheets

ROBERT FAIR & COMPANY, PETERBOROUGH.—

1.—The present prices which we charge for our publications, including our fashion sheet "Good Dressing" are so low that they only represent practically actual cost.

2.—It would be absolutely impossible for the pattern manufacturer to stand any part of the transportation charges on patterns and publications and still allow the merchant 50 per cent. profit on the selling price.

3.—It is difficult to understand why the modern merchant should feel that he is being imposed upon when asked to pay a small rate of interest on goods furnished him in which he makes no investment, but in any case where a merchant will show us that he intends to push the pattern business and handle it with the same care and attention as he does his other departments, we are willing to make an advertising allowance to cover interest charges on that part of the stock which is carried on Standing Credit.

W. C. FORMAN, INGERSOLL, ONT.—While many of our contracts are written for a period of three and five years which is done in order to reduce our selling expense, we are in no case arbitrary regarding the term of our contracts and are quite willing to make one year with three months notice to terminate.

H. S. BOWDEN, PEMBROKE, ONT.—The answer made to part of the criticism of Robert Fair & Company of Peterborough is also a reply to this merchant. In addition we might say that while part of the transportation cost on any one pattern account would not be important so far as our business profits are concerned, to pay a part of the transportation on all our goods would be a business impossibility. Naturally, the merchant looks only at the individual case.

J. H. FRISE, BRIGHTON, ONT.—This merchant hits the nail right on the head so far as the pattern question is concerned. There is no question or doubt but that any progressive retailer who will handle his pattern department as he does the other departments of his business and who will see to it that he gets out of the pattern department the value which is to be had from it, by so instructing his sales clerks in the pattern department that they will refer pattern buyers to "specials" on piece goods, etc., that go to make up the garment from which the patterns are purchased, will derive indirect value from the sale of paper patterns.

P.S. Moreover, both the Canadian Government and the United States Government are urging upon everyone to conserve all classes of waste paper and it is, therefore, important not only from the standpoint of the pattern manufacturers' interests, but also from the economic standpoint that we should conform to the policies outlined by our national governments.

N. B. Moreover, we are never arbitrary with regard to the quantity of patterns or publications which any of our agents purchase. Our only wish is that they place themselves in a position to do the maximum possible pattern business.

A U. S. VIEW.

A LETTER has been received from Robert C. Fraser of the Fraser Dry Goods Co., Brockton, Mass., in connection with the recent articles which have appeared in DRY GOODS REVIEW. Mr. Fraser acted as Chairman of the Pattern Committee at the February meeting of the National Retail Dry Goods Association in New York City. The letter follows:

The Editor, DRY GOODS REVIEW, Toronto, Canada.

Dear Sir:—Some friend has been kind enough to send me your April and June issues, the former of which carried one or two sentences from the report I read, as Chairman of the Pattern Committee, at the February meeting of the National Retail Dry Goods Association in New York City.

Your June issue shows that some merchants criticise severely paper patterns and pattern contracts, while a few praise unstintedly.

No doubt there are many abuses that should be corrected in the paper pattern business, but I hardly think any of your correspondents have solved the problem.

To eliminate Pattern Departments entirely from our stores might give us a little extra space, but that would be throwing out a mighty good advertisement.

If you own a "gun-shy" dog or a balky horse, to shoot them would free you of their faults immediately, but if they are otherwise valuable, a good specialist on dogs and horses could probably with time and patience cure them and make them invaluable to you.

Some of your criticisms are:

Unsold Patterns Should Be Returnable at Original Cost.

Yes, I wish that might be done, but I would rather lose a small percentage on discards and a larger percentage at termination of contract, than to own a contract that gave me a 50 per cent. standing credit, which credit would be liquidated at termination by the return to the Pattern Company's 50 per cent. stock and be left with the other 50 per cent which I had paid for, and which the Pattern Company had no use for.

Twice a year is about as often as the average store takes stock and seems fairly reasonable.

Lower Price on Magazines and Hand Bills.

Had this been brought up before the big advance on the price of paper, there might be good reason for it.

Several of the Pattern Companies give you this option, but is it wise to handle two patterns?

By handling two patterns, you double your investment and at best you increase your sales 50 per cent. If I have picked out the best pattern, I am selfish enough to want it exclusively for my own, and if I haven't got the best, why make matters worse by adding another?

Free Cabinet.

That seems reasonable, and some pattern companies send them on memorandum, at termination of contract you return for credit.

No Interest Charged on Stock Carried.

Interest charged on the standing credit ranges from 3 to 5 per cent., according to company, and I think interest is a legitimate charge if the Company owns half your pattern stock. When I asked one Pattern Company's President why he did not offer to all his customers a 75 per cent. repurchase option, instead of many of his contracts reading "50 per cent. standing credit," and "the standing credit at expiration of contract to be liquidated by the return of sufficient patterns, etc.," his answer was that the re-adjustment of financing such an undertaking would swamp his company. Pattern Companies, no doubt, can borrow huge sums of money, but they also have a limit at their bankers.

My opinion is that a good pattern department, located near the piece goods section, is of infinite benefit, and if the management of this store should intimate that the throwing out of the pattern department was being considered, I know that the buyers for the silks, dress goods, wash goods and domestic departments would make noise enough to change the opinion of the management.

There are abuses enough in the pattern business for all of us to work together to correct, and glaring enough is the publishing of competitive mail-order advertising in the pattern fashion magazines we are expected to sell.

Then some pattern companies have so many different forms of contracts, and standing credits that are misleading to 99 merchants out of every hundred, and consignment contracts that read later on "order-agreements" and do not work out on the consignment basis at all.

The foolish practice and economic waste that comes from one pattern company taking a customer from a competing company, and paying to the merchant the amount of money he loses on his stock on hand after he has returned patterns enough to liquidate his 50 per cent. "standing credit," ought to be stopped, as these payments add to the overhead charges of the pattern companies and eventually we all pay our share of these adjustments.

A better knowledge of what a contract means would do away with the necessity or excuse for such economic waste.

Merchants' State Organizations are helping to straighten out matters between pattern companies and the merchants, by showing up inequalities in contracts and misleading paragraphs, but much missionary effort is still needed.

If I have "butted in" where I should not, kindly pardon me, but seeing we are Allies in war, I thought we ought to be also in commerce. Sincerely,

Robert C. Fraser.

ANOTHER RETAILER.

An Orangeville firm, T. S. Parkinson & Co., interested as so many subscribers have been in the discussion of pattern agreements, writes as follows:

"We note you are taking up the pattern question. An agitation should be made to secure more reasonable terms from pattern companies.

"At present the dealer pays all transportation and postage charges, and when patterns are returned twice a year, you are docked 10 per cent. on returned patterns and have to prepay returns. As it stands at present the pattern companies are under no expense for selling. The dealer handles the stock of patterns and pays all expenses. To make the pattern companies come to time, would suggest that all dealers discontinue contracts when expiring, and not to renew unless concessions are made."

ENLARGE TEXTILE INSTITUTE

Toronto Branch of Textile Institute Formed to Co-operate With Technical Schools

AT A recent meeting of the textile interests of the city held in Toronto, a local branch of the Canadian Textile Institute was formed with the following executive:

Chairman, Hugh Clayton (graduate of Philadelphia Textile School, now connected with the Toronto Carpet Co.); first vice-chairman, A. Doherty, of James Simpson Sons, Ltd.; second vice-chairman, R. S. Keys, of the Standard Woollen Mills, Ltd.; third vice-chairman, W. A. Clarke, of the York Knitting Mills, Ltd.; secretary-treasurer, A. Burton, secretary Toronto Branch Society Chemical Institute; executive, W. K. Thomson, of the Thomson Knitting Company, Ltd.; H. C. Secord, F. T. Fitch, of the Toronto Textile Company; T. D. Wardlaw, of the T. D. Wardlaw Company, Ltd.; C. R. Peterkin, of the Dominion Wool Stock Company, Ltd.; John M. Lalor, of John M. Lalor Company.

CLOTHING DESIGNS CURTAILED

AT a recent meeting of representatives of woolen and worsted manufacturers with the Commercial Economy Board of the Council of National Defence at Washington, suggestions were made regarding economizing in clothing, specially in connection with 1918 styles. Patch pockets, flaring skirts, cuffs on coats and trousers, long sack coats and unnecessary pleats and other frills will be eliminated if the suggestions become effective.

The conference was called to consider the possibilities of war economy in wool. No effort will be made to discourage the sale of goods made up in existing styles; on the contrary, the board considered it would be deplorable waste of garments already manufactured. Whatever campaign is launched will be confined to next year's output, for the threatened shortage of wool for next year is causing grave concern, and the board expects its programme to be of material assistance in making up some of the deficiency. It is planned not only to save the cloth which ordinarily goes into unnecessary ornamentation, but through the reduction in number of design it is hoped to relieve the shortage of labor. In many cases it is estimated that the number of staple designs in clothing can be reduced by 30 per cent.

MARKET REPORTS

NO LISTS ON COTTON

Wholesalers Unable to Get Sufficient Supplies of Woolen Blankets Due to Heavy Purchases in Canada by United States Government.

COTTON — Manufacturers of cotton goods are practically out of the market so far as firm quotations go. All orders must be submitted to the headquarters of the manufacturers for price before any considerable sized order can be accepted by their representatives. There is still an uncertainty in the market over the trend of raw cotton within the near future. Manufacturers are accordingly holding out of the market and waiting until something more definite and settled develops. It is anticipated, however, that price lists will be issued some time about the latter part of August, when the travelers of the manufacturing concerns again start on the road. It is quite generally expected among wholesalers that prices at that time will constitute new high levels, higher, in fact, than the recent lists that were withdrawn.

Good Deliveries on British Goods.

One of the features of the trade that is somewhat surprising to the wholesale trade is the fact that deliveries of English goods, such as prints, are being made with greater despatch than goods ordered from Canadian manufacturers. In some instances goods ordered for shipment last December from Canadian mills are not yet in, while lines of English goods, such as prints ordered for the present Spring and Summer trade, have all been delivered. Presumably this is in accordance with the policy of the British Government announced some time ago of speeding up export in order that the markets of the world might be retained for the British manufacturing interests after hostilities are over.

Blankets in Short Supply.

Wholesalers are still unable to get enough cotton blankets to supply the Canadian trade. Wool blankets are also an impossible article, as manufacturers can take no further orders due to the big demand developed from the United States. It is understood that Canadian mills have sufficient orders on wool blankets to carry them to capacity for many months to come. Sorting trade on wash goods has been somewhat light up to the present time, as reported by some wholesale houses. There were excellent placing orders in October and November last year for these goods, but owing to the backward Summer there was not the volume of sorting business that had been anticipated this Summer. Business in the wholesale dry goods trade has been somewhat quiet during the month of July, which was to be expected. Travelers are nearly all in off the road, and will not again make their rounds until about the first of September. The past Summer has been an excellent one for Palm Beach goods, but it is anticipated this is but a passing phase of style and will probably vanish as quickly as it developed. Indications so far point to plainer designs for the Spring and Summer of 1918. When travelers start on the road with their samples next month, in all probability plain goods will predominate, running to serges, plain suitings, navy blues and blacks. Designs that have already been chosen by wholesalers would indicate this trend, although the range at the time of writing has not been completed.

THE MARKETS AT A GLANCE

There is still an uncertain situation in the market for cotton goods, manufacturers preferring to stay out of the market with firm prices. They will quote only on the basis of the market at the time of sale. The condition is due to the fluctuating market on raw cotton. Wool supplies will now come direct to Canada from Australia and New Zealand, the bulk of the wool formerly coming by way of the London auctions. Shipments of wool are now on the way to Canada. A complete embargo has been placed on English yarn. English makes of carpets and rugs have been advanced 15 per cent., while Canadian makes will be increased by the time travelers start on the road with Fall lines.

Table and enameled oilcloths have registered an advance. There is a very active market in various classes of silk goods. Raw silk has been mounting with rapid strides in the Japanese market and manufactured goods are following upward. The firm situation is due to the relatively lower price of silk compared with cotton and wool. A big advance was registered in comforts during the month. Scrim curtain materials have also been moved higher.

Business in dry goods trade is somewhat quiet due to the Mid-Summer lack of interest. Travelers are all off the road and will not start again until about September 1.

Raw Cotton Fluctuates.

The month of July witnessed a fluctuating market in raw cotton. On June 29, the price of spot middling uplands in the New York market was at 27.15c per pound, which was a gain over the start made at the beginning of June of 4½c per pound. A cotton crop report issued by the United States Government on July 2 indicated the cotton crop would be up to last year's, or 11,633,000 bales. With this report, cash cotton dropped to 26.4c per pound, but fluctuated within a range of 1c per pound during the month, and on July 27 was down to 25.4c per pound.

WOOL DIRECT

Part of Allotment of Australian and New Zealand Wool Now on Pacific on Way to Canada—No Longer Comes Via London Market.

WOOL—A development of the wool trade that has resulted is the direct shipment of this commodity from Australia and New Zealand to Canada. Formerly the greater part of the wool supplies came by way of the London auction sales. But now that the price has been fixed by the Australian and New Zealand Governments, and an allocation of some 22,500 bales has been made to Canada, it is permissible to bring the wool direct from the country of origin. Heretofore there have been direct shipments in small proportions by companies who dealt directly with Canadian buyers. What effect this development will have on the wool situation after the war is not apparent. It is probable that the wool may

again come through the London market, but it is also a possibility that business may be done direct between the two countries, which will lessen the importance of London as the wool market of the world. Some of the stocks of 15,000 Australian, and 7,500 New Zealand bales which have been allocated to Canada are now on the Pacific on their way to Canada. Some 45,000 bales of Australian wool were allocated to the United States, but these stocks have not yet commenced to arrive.

Clipping Started in Australia.

Advice from Australia to some of the local wool men stated the clipping season had commenced there. It is expected to be less in volume this year than last year, due to the fact that the flocks have decreased. The number of sheep in Australia and New Zealand in 1916 was 69,781,303, but it is estimated this number is considerably reduced through drouth and lack of labor to care for the sheep.

ENGLISH YARN OUT

No Further Supplies Allowed to Come Forward Dating From July 2—Big Orders Placed for Sweaters, Gloves and Socks.

YARN—Dating from July 2, no further supplies of English yarn are to be permitted to come to Canada, as the Government requires all stocks for its own needs. There has been very little English yarn booked with mills by Canadian dealers within recent months, as the available supplies were very limited. Any orders that were placed came through in limited quantities, but now that the embargo has been placed on tight, there will be no further stocks come forward, according to statements made by some closely identified with the yarn industry. Canadian knitting mills are in a large number of instances working to capacity on orders for sweaters, gloves and socks on account of the United States Government. Underwear mills have also been able to get abundance of orders. It is understood that one order for 50,000 dozen suits of underwear was recently seeking placement in Canada, and that one of the large manufacturers stood a good chance of securing it. Australian and New Zealand wool that is now on the way to Canada, together with supplies of homegrown wool are expected to give an abundance of yarns for the Canadian manufacturers.

ENGLISH CARPET UP

Advance of 15 Per Cent. Makes Fourth to Take Place within Past Twelve Months, and 60 Per Cent. as Gross Advance During Year.

RUGS, CARPETS—English manufacturers have announced during the past month that a further advance of 15 per cent. has been made effective on all lines of Brussels, Axminster, Wilton and velvet squares and carpets. This advance has been put into effect by local wholesalers as stocks are light and the change affects the market immediately. Canadian manufacturers of carpets and rugs came into the market with new prices which are approximately 30 per cent. in advance of recent price lists. These advances have not been put into effect immediately by wholesalers, but it is asserted that when travelers start on the road with the new lines in September for delivery in 1918, higher prices will then be effective. As an indication of the difference between the old prices and the new which will be made effective for Fall booking, one of the popular sizes of tapestry carpet that formerly sold for $7.85, will be quoted at $10.40 each. Another line which has been sold for $13.90, will be quoted at $18.65 each. Wholesalers in some instances intimate that their policy will be to keep clear of the more expensive lines as long as the present high prices prevail and allow their stocks to run more to the less expensive grades. The rug trade in the United States has fallen flat for the present, according to T. A. Mitchell of the firm of Denton, Mitchell & Duncan, wholesale dry goods dealers of Toronto. Mr. Mitchell has recently returned from a business trip to New York, and reports that travelers for carpet concerns quite generally only completed about half of their trip during the past Spring and Summer. Due to the fact that the United States is now in the war, the country is now passing through the same sort of business conditions that existed in Canada at the outbreak of war. Business is passing through a period of slackness, which is expected to continue for some two or three months at least.

OILCLOTHS UP

Table and Enameled Oilcloths Increase 1½c Per Yard, with Muslins, Drills and Ducks in Proportion.

OILCLOTHS, LINOLEUMS — An advance of 1½c per yard on white enamel oilcloths was made effective during the last week in July. A similar increase in price was also made effective on colored enamel oilcloth. On the line of the white oilcloth, that formerly sold for $3.12 per 12-yard end, has been advanced to $3.30, while similar sized colored oilcloth that formerly sold for $2.82, has been advanced to $3. Still another line of colored that was sold for $3.66, has been advanced to $3.90, while a third line that sold for $4.08, is now quoted at $4.32. Enamel in blacks are up in the same proportion as the above lines. Muslins, drills and ducks have all been increased in like proportion. The manufacturers in announcing the increase, assert that it has been due to the increase in the cost of cotton fabrics. Furthermore, prices on all goods are subject to change without notice, and orders are being booked only subject to prices and terms ruling at time of shipment. Unfilled orders that are still on the books of the Canadian concern that has recently announced new prices, are to be executed at the new list prices or at whatever prices may be in force at the time of delivery. Fairly heavy shipments of congoleum rugs are coming forward from the United States. Comparatively low prices with woolen rugs are creating a better demand for these goods.

PIN SHIPMENT IN

First to Arrive From England for Several Months—Fairly Good Size and Will Take Care of the Trade for Some Weeks.

PINS, NEEDLES—A fairly heavy shipment of pins came forward from England during the month, the first to arrive in several months. Five cases in all were reported arriving, amounting to some two hundred gross sheets. This will be sufficient to take care of the needs of the trade for some few weeks to come. Pins have been a scarce commodity within recent months. One large importer had none to sell whatever within recent weeks and the arrival of stocks was accordingly a welcome addition. Prices for these commodities are holding steady. Knitting needles and sewing machine needles have been in fairly good demand considering the time of year, as July and August are always considered quiet months. Travelers will again start on the road about the first of September. Prices on knitting needles and sewing needles held steady during the month.

DEMAND CHEAPER LACES

Sorting Season on Tassels Has Been Good—Inquiry for Extremes in Veils —Lace Travelers Now Off Road.

LACES, EMBROIDERIES—The season for laces and embroideries is one of quietness, being into the midsummer when travelers are all off the road and business in sorting is done principally through the mails. Dealers are busy getting their stock in shape and samples arranged for the Fall booking season which is expected to start about Sept. 1. Buyers for some of the large houses are now in Europe, and it is anticipated they will return with their usual line of specialties. There is expected to be a good range of samples for laces and veils this Fall. Already some buyers from the Far West have been in the Eastern centres making inquiries for extremes in the motif veils. The present Summer season has so far been very good in sorting business on tassels, which have been much in vogue on hats and military coats for women. Demand for tassels during the past year has been unusual within recent months. Dealers in laces are carrying heavy stocks of laces and are anticipating a good run on business for the Fall trade. One of the developments of the trade is the trend toward cheaper lines that sell by the dozen yards rather than so much per yard. This is taken as an indication of the desire of people to economize.

LINEN IN DEMAND

Stocks Are Rapidly Dwindling and Are Not Being Replenished—Inquiry for Linen Keen Because of Evident Shortage That is Developing

LINEN.—There is a rapid dwindling of stocks of linens in wholesalers' hands, and also in stocks of manufacturers' representatives. These stocks are not being replenished, as there is very little available for shipment to Canada. The British Government has commandeered all available supplies of linen yarn, and it is only what they do not require that is permitted to go into domestic consumption. There is now such a heavy demand for linen for aeroplane cloths that this channel takes practically all available supplies of the yarn. There has been a lot of inquiry for linens reported, apparently from those who realize that there is going to be a shortage of these goods. There is a keenness to stock the goods if they can be secured at prices anywhere near reasonable and that are not prohibitive. Linens where they can be obtained at all will be at steadily higher prices.

RAW SILK CLIMBING

Japanese Producers Have Situation in Hand and are Taking Advantage of Enormous Demand Due to Relative Cheapness of Silk

SILK.—The market for raw silk and manufactured silk has been an excitable one during the month. The primary situation is very firm, with big advances recorded. Raw silk, which a month ago was quoted at $5.60 per pound, is now going as high as $6.50 per pound. "The roof is off and the sky's the limit," is a favorite expression in the trade at present. And the $6.50 quotation is only a nominal quotation, as the market has been changing overnight within recent weeks. Cables to the primary market in Japan for orders have frequently brought the information that the prices have advanced, and before orders could be confirmed were often advanced again. The reason for this very active situation in the raw silk market is stated by one large silk importer to be due to the keen demand for silks at the present time. "Relatively the price of silk has not advanced anywhere near the same proportion as either cotton or wool," stated a prominent importer to DRY GOODS REVIEW. "A realization of this fact has started a demand for the goods that has made eager competition in the market, and prices have started to soar. The Japanese silk growers have the situation well in hand, and have a practical monopoly of the raw silk industry. They are taking advantage of the situation and are asking higher prices. In normal times the price of raw silk is in the neighborhood of $4 per pound. Selling as it does at the present time around $6.50 per pound, it will be seen that the increase is 62½ per cent. With cotton in normal times selling at 10c per pound, as compared with the present price of 25c, it will be seen the increase has been 250 per cent. Wool has advanced almost in the same proportion as cotton."

Manufactured Silk Up

As a result of the condition in the raw silk market there has been a steadily upward trend in the market for manufactured silk in the United States amounting to fully 20 per cent. Canadian wholesalers have followed upward in many instances. The past Summer has been excellent from the point of business, and there seems no probability of abatement in demand as long as silk is relatively still cheap.

SHOE THREAD FIRM

Manufacturers Selling Subject to Prices Prevailing—No Bookings for any Distance in Future at Present Prices

COTTON THREADS.—The situation in cotton threads remains in the same strong position reported last month. The market condition is particularly strong on shoe thread, and higher prices are looked for by some closely identified with the trade. At the present time manufacturers are not booking orders for any distance into the future at prevailing prices, as the cotton market has been developing such strength within recent weeks and months that the outlook is most uncertain.

COMFORTS UP 25%

Covering Materials for Comforts Have Advanced 50 Per Cent. Within Two Months—Cretonnes, Scrims and Curtains Up

HOUSEFURNISHINGS.—Cretonne curtain materials have advanced 1c to 2c per yard during the month. Orders placed with the manufacturers as much as eight weeks ago will have to carry the advance prices or cancellation of goods is the alternative. Scrim curtain materials have also advanced a similar amount to cretonnes. Lace curtains are in a steadily advancing market with the manufacturers. Wholesalers are fairly well covered on these lines, but orders booked for Spring delivery of 1918 will have to carry the advanced prices. During the month comforts have advanced 25 per cent. During the past eight weeks there has been advances in the down-proof sateen material aggregating 50 per cent., the increase on sateen alone for each comfort amounting to about $1.50. Comforts, which in normal times sold at $4, will have to be sold around $10, according to present prices from manufacturers. Sateen used in these goods comes almost entirely from England.

WOOL COMMISSION WORKING

Arranging For Distribution of Allotment From the Antipodes —Grading of Canadian Wool Has Improved—Prices and Supplies For Domestic Uses is Increasing.

Written for Dry Goods Review by Geo. W. Sharpe, Wool Broker.

SINCE the British Government placed their final embargo on the export of wool, tops, noils, yarns, etc., for export from England and the Colonies into Canada, the question of supplies for Canadian mills became a serious question.

The world is facing a real shortage of wool and it has been found necessary to appoint commissions for the distributors and disposal of the clips in order to assure sufficient supplies for both army and regular trade demands.

British wools are absolutely prohibited, while Australian and Newfoundland wools have only been allowed to come here under licensed guarantees for army contracts. Finally, after an embargo had been declared late last Fall, this source was cut off until after a series of negotiations the Imperial Government consented to release a certain quantity for Canadian mills.

Canadian Wool Commission.

The distribution of this was certain to be attended with such difficulties that at a conference of the knit goods and woollen mills representatives with the Department of Trade and Commerce a Canadian Wool Commission was appointed to take charge of the arrangements. The officers of this, as readers of DRY GOODS REVIEW may be aware, are: Chairman, George Pattinson, Preston; Secretary, and Manager, H. Hodgson, Bradford, England; Honorary Secretary, F. B. Hayes, Toronto; Members, George Forbes, Hespeler; C. W. Bates, Carleton Place; James Rosamond, Almonte; and I. Bonner, General Manager, Penmans, Paris, Ont.

Must Cut Down Amounts.

Into the hands of this Commission the British Government have released a large quantity of wool from New Zealand and Australia and the first shipment is now on its way here. In addition to a preliminary inquiry that was made, the Secretary of the Wool Commission has sent out to all the Canadian mills a requisition form which they have been asked to fill, in order that the Commission may be able to distribute as evenly as possible the allotment. The returns already received indicate that each requisitioned quantity will have to be reduced as the demand was much in excess of the quantity released by the Government.

Why Canadian Wool Had Lagged.

It may be asked, what of Canadian

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TORONTO BRANCH OF TEXTILE INSTITUTE

THE formation of a Toronto branch of the Textile Institute within the past few weeks is indicative of the branching out of this educational campaign in co-operation with Technical Schools. The work of the organization is along the lines of encouraging the establishment of technical schools for textile workers in the mills, and others who are contemplating making the textile industry their life work, to take advantage of these facilities. In Great Britain and in the United States as well as in other countries, this educational work has been going on for many years, but in Canada little or nothing has been done either in the elementary or higher forms, with the result that the Canadian industry is compelled to look to the graduates of the textile schools of other countries for their technically trained men.

It is the purpose of the Canadian Textile Institute to organize in conjunction with the technical schools, special elementary classes for textile operatives. It is also hoped that in the very near future schools for the higher work such as that now being done by the schools at Philadelphia, Lowel, New Bedford, in the U.S. and Leeds and Manchester in Great Britain will be established in the largest Canadian textile centres such as Toronto and Montreal. The institute also hopes that the government which has done good work for other industries along the lines of research and standardization will do something for the textile industry in the way of establishing and equipping laboratories for research and standardization similar to that now established at Washington by the U.S. Government in conjunction with their bureau of standards.

LOOKING TO OTTAWA

THERE is probably no more freely-circulated phrase in Canada to-day than "Why don't the Government do something?" It is the cry raised in connection with practically every question which cannot be solved in the usual way—and there are many in these times.

When the average human encounters a moral problem which is difficult to solve he starts to pray. When the average business man runs into a business difficulty which is beyond him he sends up a cry to the Government.

There is a tendency to overlook the fact that the Government is composed of ordinary human beings —some of them very ordinary. Few of the members were selected because of their ability to handle the affairs of the nation even in peace times—few, indeed, are of the calibre to fill the breaches which are demanding men of great capacity to-day.

There is little to be gained in passing a problem as one which the Government should solve if the minister in charge of the department concerned is an executive weakling. It will avail but little to call upon the Government merely as a Government, until the members are the right men in the right places. There are a number of changes, as we have previously pointed out, which should be made to insure the people of that guidance from Ottawa which they have reason to expect.

PURELY A BUSINESS PROBLEM

INCREASED production from agricultural Canada is, in principle, not a great deal different from securing increased production from manufacturing Canada. It is because it has been evidently accepted, by the powers that rule, that grain production is the result of the combined workings of Nature and Providence, that the 1917 acreage showed a decline rather than an increase. We need an aggressive policy administered by an aggressive and capable executive. We need, not the puttering experiments of a politician or the scientific theorizing of an agricultural professor, but the capable organizing of a man of proven business ability, a man with a reputation for securing results.

That proper organization will bring the results has been proven in England. While Canada, with her great areas of open virgin land, has done nothing to increase production; over-built and over-populated England, with her best men in the army, has reclaimed from parks and pastures, and taken from her wooded areas an additional three million acres for agricultural production for 1918. Organization and administration by capable executives and the adoption of business methods, is the answer.

DRESS FABRICS AND SILKS

AS TO FALL FABRIC DISPLAYS

Fabric Departments Closely Related to Ready-to-Wear — What Some Department Managers Are Doing— A Successful System for Samples.

THE growing and now very great importance of ready-to-wear departments has become a matter of vital interest to dress fabric buyers. Where once the ready-to-wear garments occupied a secondary place in exclusive fashions now they are very largely responsible for what everybody wears, in matters of color, design, style and fabric. For example, the manager of the dress goods department in one of Montreal's best known stores stated to DRY GOODS REVIEW that before making any purchases for Fall he intended to arrange to go to New York with the head of the ready-to-wear department in the same store, and visit the cloak, suit and dress manufacturers with him. Purchases for the dress goods department including linings would be based upon what the manufacturers were using. Experience of the past several seasons had taught him that fabrics which were like those shown in the made up garments were the ones disposed of most readily.

Color More Important Than Weave or Price

As to the launching of a new season's goods in the dress fabrics departments, all the Montreal managers who were seen by DRY GOODS REVIEW were firmly convinced that color was the chief thing to be featured at first. "If a woman gets the color she wants and the particular shade of it which she has in mind, she is usually much less concerned about the fabric. Where a woman has no particular color in mind a fine display featuring new shades and tones interests her far more than any comments upon new weaves.

"Nor does the price have any place in opening attractions. In fact, we never play up prices strongly. A woman will always pay the price for the color she likes." This was the gist of what the above gentlemen remarked

Buys Novelties in Short Lengths

As to price reductions, one firm makes none for at least six weeks after the first displays—which take place the first of September—and then only on slow lines. "There are really no losses in the whole department except in remnants," said the manager. "My method is this. You see throughout the department a fairly big range of novelty materials. Those on display are all we have of those particular patterns. They are all short lengths of from eight to twelve yards. I find novelty fabrics—if bought in large quantities very uncertain but a live store must show them. I buy these short pieces from jobbers—and dispose of from twenty-five to thirty of them a month. Of course I pay more for my goods in buying this way but by selling on a little closer margin I am able to compete successfully with other stores. In taking such a good sized quantity of these pieces I am able to make an agreement with the jobbers for control of the sale of my particular selections for this district of the city.

Customers Look For Novelties Here

By this method, customers are always coming in to see what is new. They buy more quickly too, knowing that the supply is short and very likely to be gone if they do not decide at once to take it. I make many more sales in this way than I lose by not being able to obtain a second supply of a particular piece and it eliminates any need of sacrificing novelties at a low price in order to get rid of them. There are never any left over for "Sales."

Slow Lines Held Until End of Season

Another large dress goods department holds no special sales until the end of the season. "Special sales interfere with the regular run of business," said the buyer. "I just leave the slow lines and short ends until the close of the season and clear them out then. It makes a better season's trade to keep the stock and prices steady for regular selling until the time is near for a new season's goods." September first is pretty generally agreed upon as the opportune time for displaying Fall materials.

Store finds its system of giving samples to be very successful. "You may be surprised, but it cost us $4,000 to install this system last season," said the manager to DRY GOODS REVIEW. "We cut a quarter of a yard off every piece for samples. The results however, are very satisfactory for it keeps the stock in good condition and pleases the customers. It also saves the salesman's time. The samples are given freely both at the counter and to out-of-town cutomers."

Samples Fastened in Stiff Folders

The materials are cut into 2-inch squares and attached to card-board folders. These folders are perforated nearer one end than the other so that when folded at the perforations, one end is longer than the other. A wire staple through both thicknesses with the cloth between , secures the sample in place. On the short end of the folder is printed the firm's name and blank lines for particulars regarding the goods; on the back are instructions for ordering.

These folders fit into compartments in a shallow drawer behind the counter and are arranged in sections according to price, the lowest priced samples being at the front. In this "card catalogue system," the salesman knows exactly where to put his finger on the sample he requires.

Some merchants have thought that in rush hours the clerk would be inclined to go to the piece and snip off a sample asked for, but besides this being strictly prohibited it is found that he can go to the drawer and pick out a sample all cut neatly and attractive.

GETTING SAMPLES READY

DRY GOODS REVIEW would suggest to departments the advisability of cutting off strips of some goods that are known or thought likely to be popular and putting these in an envelope or some other contrivance inside the bolt, and having them there as samples. In this way, from a single strip two inches wide at least five good samples can be cut, and sometimes six or seven, and thus the waste of five or six or seven full strips of fabric would be avoided. A Hamilton dress goods man has invented a very neat arangement of metal for putting in the bolt. The saving which has been made in a great many stores by cutting off samples when the goods are taken into stock has been very considerable.

COTTONS

IN COTTON fabrics the information offered last month may simply be emphasized this month. Ginghams and all lines related thereto are the important features for 1918, and orders of good size are being placed daily for early 1918 delivery. So far no sign of anything but plaids and stripes has come to light, and indeed one could scarcely expect to find any departure from those types in the time-honored Scotch fabric. Indeed, even stripes are confined to chambrays rather than ginghams, but the two materials may well be classed together since they appear so often in combination and are of very similar appearance.

Among the new plaids offered in gingham are combinations of red and blue on a white ground—the origin of which no one will question—also a fine self-stripe caused by weaving in a heavy thread at various spacings. There are also fine plaids and huge ones in various pale or deeper colorings, but biggest business will very probably centre about the medium sizes.

Foulard Influence Strong.

Voiles and sheer weaves continue along the solid colors and also foulard patterns, very dainty with delicate and dark color combinations. Dark all-over patterns have taken the place of Paisley effects almost entirely, though Persian motifs may still be found.

The vogue for silk foulards is responsible for some interest in cotton foulards and it is thought by some houses that cotton foulards are well on the way to success for next season.

Altogether, it looks as if cottons for 1918 will show a much more conservative tendency in design than they did this year.

Some new voiles show a mixture of artificial silk in hairline or wider stripes, and these make very attractive effects. The bright and interesting designs possible from this combination are legion.

A new serge called cepea has been produced by a Manchester firm. It is a cotton fabric with serge finish, suitable for Autumn and Winter trade, and is said to be unshrinkable, fast-colored, and in 100 different designs.

PILE FABRICS

Rise in Velvets Brings Out Some Novelties.

VELVETS and plushes have made a strong impression during the past month. Despite the high prices of all pile goods, the scarcity of wool has had to be met and pile fabrics, consequently, have come in for a big share of popularity among Fall suitings as well as coatings. It is expected that velvets will be sold in considerable larger quantities over the counters this Fall than they have for the past few seasons. There is a fairly good color range, black, navy, nigger, green, mole, Burgundy and terra cotta being the leaders.

While a certain amount of fur trimming is appearing on the velvet suits, there is a good acceptance of the splendid fur fabrics offered this year. They are very rich in shading and texture, and many claim that they give more satisfactory wear than do furs. There seems to be plenty of room for both on the market.

Oriental Velvet for Millinery.

Oriental Velvet is a new velvet especially attractive to the millinery trade. It is of soft rich quality, less glossy, but of longer pile than the panne velvet and of closer weave and softer than hatters' plush. Mole, taupe and nigger brown are the favorite shades of this material for milliners.

Velvets in Scotch plaids, checks and polka dots as trimmings are promising New York novelties. A new plush introduced in London for sport coats, tams, scarfs, etc., is more ragged or rough than ordinary plush. It has a longer pile and is more loosely woven. Stripes and plain colors are shown.

While corduroys are not creating any furore, they are being taken up in fair quantities as a staple fabric. This weave is used for almost everything from negligees, raincoats and spats to children's dresses, and every color of the staple range is moving.

SILKS

Outlook Not Very Cheery, But Demand Brisk—New Field for Design

DESPITE the great popularity of silks and the splendid business that has been done in them during the past several seasons, the outlook is little more encouraging than is the woolen goods situation. Prices of all lines continue to advance; many poor qualities have been hurried on to the market; imports are slow and uncertain, and the raw silk crop is said to be somewhat below earlier expectations. These breakers are ahead, and he who would make his way must go cautiously.

The really big thing in silks just now is crepe, and it shows every sign of continuing strong, even into Spring, 1918. "I could sell a thousand pieces right now of maize and of white crepe de chine if I had it," remarked a well known Toronto importer. Georgettes, too, continue in strong demand, especially in the best grades.

For fashionable high-grade wear for Fall, fleur de Soie, crepe meteor, pussy willow silks, faille, Francaise gros de Londres, and charmeuse are selling well. Brocades also have some place. One importer remarked that the trade is a little tired of cheap satins going by the name of charmeuse. The real article cannot be bought under $2.50 a yard in New York, which would cost at least $3 by the time it reached Canada. Only buyers, therefore, who can dispose of really high-priced satins will be carrying charmeuse next Fall. The probabilities are, however, that silks in general will continue as active as supplies will allow.

Among the new designs shown for Fall are some very interesting combinations of influences. One importer shows an odd brightly-colored motif of Oriental suggestion, on a white ground. Surrounding these motifs are graduated rows of black polka dots in scroll curves. Another striking pattern may be described as an Americanized Japanese design. In it colored motifs are alternated with patches of black strokes, resembling Japanese writing. Small block patterns of three to five colors printed on plain or shadowy backgrounds are also among the new designs, and jacquard effects are spoken of very favorably. Three-quarter inch fancy stripes, with four-inch spacings, have a large conventional scroll flower motif hiding the stripe in places. This design is shown on white and grey grounds, and also in the rich dark browns and blues, with the design thrown up by lighter threads.

The Peruvian designs, which have attracted a good deal of interest among American textile designers, are appearing in some of the newest offerings. These designs are quite in a class by themselves, suggesting as they do Egyptian figures in the midst of North American Indian block patterns and totem pole decorations. These Peruvian designs are counted among the very possible leaders for 1918 in both silks and cottons. Ancient Peruvian textiles contain much that is very fine in their weaving, and also in art technique and color combinations, and a study of them is resulting new things of real merit.

Foulards continue to gain strength. Their very marked vogue in Paris has brought them out in Canada even earlier than was anticipated. They were counted upon for early Fall, but already they are being taken up for Summer dresses and combined with Georgette. Polka dot patterns lead, and these are used either as the foundation or trimming fabric for some of the dressiest Fall frocks.

Printed Silks for 1918?

Little definite information is to be had with regard to Spring 1918 silks. It is said, though, that the expectations of a few months ago for more of the piece and skein dyed silks being offered have been dispelled to a large extent. The realization of the big labor problem, both in Europe and the United States, has resulted in manufacturers having to offer goods most easily produced, and that means that next Spring's silks will very probably be in printed patterns, since it requires less labor to color goods that way than to piece or skein dye them.

From this situation it would appear that those who have been unable to dispose of their printed silks this season will be able to move them out next year if the designs have anything in them to appeal to the public. It is evidently very important that buyers look always to the real beauty of the designs offered them rather than to mere novelty. "A woman will always buy a pretty thing," said a couple of wholesalers of wide experience. No doubt the new Canadian Textile Institute, which has just been formed, will consider problems and offer information which will be of good value to silk buyers as well as those of other fabrics in their endeavors to meet the demands of the Canadian Trade.

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FOOTWEAR DEPT.

SLACKENING OF ORDERS FOR FUTURE

More Conservative Styles on the Way —Dark Browns Favorites—New Grey Calf Walking Shoe.

THE majority of footwear buyers took advantage of the trend of the times last year to place big orders to cover almost all their requirements for a year or more ahead. There was a decided boom in the footwear trade. Factories have been filling these orders and the public have been buying ever since. There is, however, a general slackening of the placing of orders for the future. Stocks are being reduced.

Way Being Prepared for Lower Prices.

One Toronto buyer, who had on hand last January a stock of over $75,000, reduced it to $30,000 by July, and stated to DRY GOODS REVIEW that he would keep it at $20,000 through the Fall and Winter season. Orders were placed some six months ago for certain fancy lines for Fall, and further small lots will be added from time to time, but big ordering does not prevail at present. The buyer referred to, cited the case of one customer as the typical attitude of the consumer just now. "I had a customer come in from a distance the other day," he said. "She had more than a million dollars to draw upon and could pay one price quite as well as another. She selected three pairs of shoes and asked the price. They came to $50.00, $20 for the white ones, $15 for a black pair, and $15 for a brown pair. 'That is pretty high,' she remarked, with some concern. However, she paid the money, but the point is that she didn't like to. That dissatisfaction with the high prices will at least smooth the way for lower ones when levelling influences get at work, if they are not already at hand."

Black, Brown and White.

Another point to note in the sale mentioned is the fact that though the prices were high, the shoes chosen were not of the novelty type. They were very plain, but well-made shoes in the staple colors and those promise to be leaders next year, as soon as the present stock of fancies are sold up. Novelties will be sold for Fall, of course, but all signs seem to point to more staple goods and some slight decrease in prices for next year. "Raw materials are now about 15 per cent. lower than they were a year ago, but, of course, the benefits of that have not extended beyond the manufacturer's paper, an' the outside page is all

Calf shoes with good heavy walking soles and military or flat heels are considered by several big buyers as being very popular for Fall. One firm will carry a line of dark grey calf with heavy sole and low walking heel of brown finish, which he thinks will sell well. Dark browns are, however, the favorite for Fall.

Kid and other dressy styles of shoes will have the Louis heels as usual. A few will be carried in buttoned effects just for the occasional inquirer, but almost all sales will be in laced styles.

$18.00 for Shoes; $3.00 for Hat.

A Toronto shoe buyer, illustrating the tendency for high priced shoes, which seems to have reached its zenith a couple of months ago, told DRY GOODS REVIEW of a young girl who had left his employ to make munitions. She earned $21.00 a week and came in one day to buy shoes. She paid $18.00 for them, and had bought a suit a couple of weeks earlier at $25.00. "Did you get a new hat?" he asked. "Not yet. I shall pick one up some place for $3.00," was the reply. This incident, the milliners are putting forth every effort to prevent being repeated in the Fall, and shoe dealers will probably find fewer sales for their $18.00 lines.

"HOW WE GET AND KEEP BUSINESS IN OUR TOWN."

By F. J. McCallum, Elm Creek, Man.

It is more or less unfair for one merchant in a town to attempt to answer the question as to "How we keep business in our town," as there are particular ways peculiar to the individual shopkeeper, and then there are general ways that apply to all men keeping stores in the same town, and it would be only right that these general ways be the ones under discussion.

When I got a letter from the Secretary of the R. M. A. asking me to write this essay, I looked at it, and the thought struck me that I could write a better one on how we do not get business in our town, for there are times even in Elm Creek when the outlook is discouraging, and business prospects are not the brightest, and our chief trouble is the mail order business with its perpetual catalogue advertising.

This then is one of the things that we attempt to overcome, and to successfully compete with, and I must confess that I do not think we go at it in the right way, for instance we go at it in this way, we cut our prices just as low and often lower than we can afford to do in order to be able to say to our customer, this is as cheap as you can buy at Eaton's or Simpson's, and at the same time we allow that man to say to us, "just mark that down to me," and obediently we turn around and thank him politely for his great favor and "just mark it down." Now just why we do that is because if we refuse him credit, he will get hopping mad and go and deal with the other fellow across the street, and there being no particular co-operation between the merchants, the other fellow will take this customer on, and so it goes, while in all probability this good customer is sending away for half his goods and paying cash for them. Which all goes to say that our way of getting and keeping business lacks one essential thing, and that is co-operation on the part of the merchants themselves; in their own way, in their own town, and for their own interests. But that is one thing we are all guilty of, we give credit, shave our profits, and at the same time leave ourselves a slave to our customers' wishes and whims. Much has been said about credit, and we are all agreed that it ought to go, but if it must be continued, let us do it in a business way so that the public cannot hold it over us like the slave drivers' lash. Anyway, that is one of the things we do to get business in our town, and another is this, we stay open to a ridiculous time of night to get another dollar or two sometimes, just because the other fellow is open. We are not co-operative along that line, either, and so we enter the role as we do about the credit, and to keep our customers pleased and get their dollars, we stay open too. We are like the Chinaman who landed in one of those towns where everybody has the sign out that they were open for business at all hours, day and night, and with their various ways of expressing the fact, the Chink thought he would have one to, and so put up his sign "'Me Wakee Too." These are some of the local things that we could solve among ourselves if we had the graciousness to come together, and help one another. There is another thing that we do in our town to help keep business, and that is we try to buy from some sympathetic wholesaler who will sell to us at the same price as he does to the firm or corporation that has the

(Continued on page 33.)

MEN'S WEAR SECTION

HATS AND CAPS

New English Fall Samples of Hats Are Now on Way — Wholesalers Will Be Showing New Lines During August.

HATS AND CAPS. — Wholesalers quite generally state they have had good sales of straw hats for the present season, one in particular being cleaned out entirely of all straw hats. Sales by retailers have perhaps not been as heavy as they would like to see them, but there has been a very good reason for fewer sales in the backward Summer weather. Rainy weather has not been conclusive to heavy sales. With the encouragement received during the latter week in June there was a fairly good sale. With good Summer weather for the remaining portion of Summer straw hats may yet move freely from retailers' stocks. Wholesalers have started shipping their felt hats on Fall orders. There is some sorting business going on in felt hats at present, but of rather light proportions. Samples for the new Spring and Summer lines of felts and straws are now on the way from England and are expected to reach wholesalers in the near future. Travelers for wholesale houses will start on the road with these samples during the month of August.

In caps there has been a good run on the one-piece crown style in all shades, with the green shades predominating. Sorting business in caps has been fairly good. New samples will be shown at the same time that travelers start on the road with felts and straws for next Spring delivery.

WATERPROOFS

Rainy Weather Has Made Business in Waterproofs Exceptionally Brisk —Business in Military Coats Good.

WATERPROOFS.—The rainy weather of the past Spring and so far into the Summer months, has occasioned a heavy run on waterproof coats of various descriptions. One concern reported that it has been the best season they have ever had. Shipments of goods from Manchester have been arriving in sufficient supply during the month and this has pleased the wholesale dealers in the face of the heavy demand. Gabardine waterproofs are going strong, as it is impossible to get orders placed with the manufacturers for woolen waterproof goods. Dealers are of the opinion that conscription in Canada will not affect their business to any great extent. In fact, the demand that has come from the purely military business has been quite heavy. One of the designs offered for this trade is a coat without buttons, there being but one hook and belt to close the front. A new line of trench coats modeled after the ones in use by the military came forward during the month. These are of tweed cloth and have a good appearance. They are selling to the retail trade at $9 each. Prices on waterproofs held steady during the month.

OVERALLS

Higher Prices for Fall Have Been Announced by Some Manufacturers — Others Expected to Name Higher Prices Also.

OVERALLS.—One large manufacturing concern has advanced the price of overalls to $21 per dozen for Fall booking. This represents an increase of $1. Another concern had not yet announced their prices on Fall booking, but stated they would be higher. Travelers are now in off the road during the month of July, as business is somewhat quiet during the month. The heavy demand for cotton fabrics used by overall manufacturers, together with the higher prices for raw cotton, have caused a gradual ascending price for the raw materials, which made it necessary for manufacturers to advance prices when the dearer materials were reached.

SHIRTS, COLLARS

New Lines for Spring and Summer of Next Year Will Be Exhibited Early in September — Anticipated Some of Lower-Priced Lines Will Disappear.

SHIRTS, COLLARS.—There is the usual Summer quietness in the shirt trade during July. Nearly all travelers of manufacturers are in off the road and the market is holding steady in the face of the prospect of new prices for Spring and Summer lines for next year. It is expected that manufacturers will start their representatives on the road about September 1. Prices at that time are expected to hold generally very firm, with perhaps some of the lower priced lines shown for the Summer and Fall trade disappearing. The opening prices for the past Spring showed advances in some lines, but the increases were not general on all lines. It is expected those lines which did not increase at that time will be moved to higher levels. Manufacturers will then be into dearer materials, and prices may be in conformity with higher costs of raw materials. Sales of shirts for the present Summer trade have been good. One of the developments of the trade that has been somewhat surprising is the larger number of high-priced silk shirts for men that have been sold. Soft collars have also been in excellent demand. Prices for white laundered collars remained unchanged at the advances recorded last month, the range of prices being $1.30 per dozen and the selling price 22c each or three for 50c.

HOSIERY

Hosiery Prices Expected to Be 25 to 50 Per Cent. Higher Than Opening for Present Spring Goods— Opening Period Later.

HOSIERY.—Hosiery prices have not been announced as early this year for the Spring of 1918. Whereas it is customary to announce them about June 1, they will in all probability not generally be announced until about the first of September. This has been due in large measure to the uncertainties of the situation with respect to the price of raw cotton and hence the price of cotton yarn and also with respect to the supplies of woolen yarn. Reports on the cotton crop in the Southern United States are not encouraging for a heavy yield and prices have been holding at very high levels for the spot and future options on cotton. There has been an assignment of wool to the Canadian manufacturers from the Australian and New Zealand clip and this is expected to give sufficient supplies for the needs of Canada when it reaches the Canadian market. It is understood that some Canadian manufacturers of hosiery may be called upon to fill contracts for socks on account of the United States Government orders. While cotton underwear prices for the Spring of 1918 were fully 60 per cent. higher than for the present Spring, it is anticipated that prices on cotton hosiery will show almost as heavy advances when they are announced. At any rate, it is stated by those closely in touch with the situation that the increases will be from 25 to 50 per cent. over last Spring opening prices. In the United States the manufacturers of

hosiery are showing a disposition to go warily into the market. Wherever manufacturers have made offering in that market they have been taken up readily by wholesalers.

CLOTHING

Cancellations Have So Far Only Been Normal—No Disposition to Become Panicky Over Conscription Prospects.

CLOTHING.—Wholesalers quite generally report that cancellations so far on booked orders for clothing have not been heavier than in normal years. With the possibility of conscription looming large and a curtailment of the number of suits required by young men it was assumed in certain quarters that cancellations might be expected. The trade in this respect has been gratifying. There is the usual mid-summer quietness during July and August. Manufacturers however, are getting their Fall samples in shape and will start their travelers on the road in the near future. Most wholesalers are fairly well protected with supplies of cloth for the coming Fall and Winter trade. There are indications, however, that some firms will be short on overcoatings of a certain price that were popular lines in the past. There was a heavy demand for these overcoatings for last Fall and Winter and stocks were depleted in some cases.

GLOVES

Demand for Gloves Good, but Manufacturers State They Are Unable to Get Leather Supplies.

GLOVES.—There is a good demand for gloves at the present time, according to reports of some of the manufacturers, but they state they cannot book for any time in the future. The supplies of leather are not to be had and it is pointed out that it would be uncertain business to book orders when there was little certainty of being able to get the raw materials wherewith to manufacture them. Buckskin is also in scarce supply, and it is expected that leather promised for delivery in the Spring of next year will be much higher in price than that paid for present stocks of buckskin gauntlets and moccasins. One of the representatives of a Toronto manufacturing house who recently returned from a trip into the glove-manufacturing territory around Gloversville, N.Y., reported that supplies of leather were very light in the hands of tanners in that district. He could see no chance that conditions are likely to be easier in the near future until the leather situation becomes easier. On grey, ivory and tan capes there is practically no market at the present time due to the scarcity of materials.

NECKWEAR

Sorting Business on Neckwear Reported Good — Forward Bookings Not Heavy as Yet — July a Quiet Month.

NECKWEAR.—In common with so many other lines in the men's wear trade neckwear has been in quiet tone during the month of July. There has been fairly good sorting business on Summer lines, but forward bookings have been light. There has been a good sorting demand on printed neckwear in the loud designs. Manufacturers express a mild degree of surprise at the way the more flashy lines have taken during the present Summer season. Men's neckwear has been in keeping with the rather striking designs in women's Summer dresses. During the month there have been further slight increases of from 2 per cent. to 3 per cent. on Swiss silk for neckwear. The effect of these accumulating advances in Swiss silks is steadily to work toward higher prices in neckwear. On the surface these increases in prices are not apparent as there will in all probability always be lines that will sell at 25c, 50c, 75c, $1 and upward. But the increase is manifested in the quality of silk put into the tie and the amount of silk used.

UNDERWEAR

Prices Announced on Cotton Underwear Again Withdrawn as Mills Have Booked Capacity for Next Three or Four Months.

UNDERWEAR.—Some manufacturers of cotton underwear have withdrawn prices again and are taking no further bookings as they have been booked to capacity for the next three or four months. Prices announced during the latter part of June were approximately 60 per cent. higher for Spring delivery of 1918 as compared with Spring delivery for the present year. In spite of the high prices there has been free booking as wholesalers and retailers have come to the conclusion that there is nothing ahead except much higher prices. Authorities on the question anticipate there will be higher prices than those that have recently been named. For this reason the mills would not book far into the future. There is much uncertainty over the raw cotton situation and they do not want to be in the position of being caught with heavy orders to deliver when the price of cotton may have advanced greatly by the time they reach the manufacturing stage for goods in the distant future. Manufacturers agents report that all sections of the country booked equally well on underwear and that the orders were well up to the average size. Those having carry-over stocks from the present season, however, did not book as heavily. While the orders generally have not been as heavy as for last season, still they have been better than anticipated. Orders in the gross amount of money involved are up to those of last year, but the number of dozen orders has not been as heavy.

With the United States mills there has been less ordering on balbriggan underwear than for the past Spring trade, the decrease being about 50 per cent. of the initial orders of last year. This is a condition which the mills look upon with satisfaction as it is stated if the demand were heavier some of their customers would have to be squeezed out. But the same condition prevails in that market with respect to ordering as Canadian mills have found, namely, that in numbers of dozens they are about 50 per cent. under past Spring orders, but in value in dollars and cents are about the same amount as last year.

WOOL COMMISSION WORKING

(Continued from page 20.)

wool? Hitherto a good proportion of this has found its way into the United States as there was no license required, but latterly licenses have had to be obtained from the Department of Trade and Commerce and this to some extent has been the means of keeping the clip here for home consumption.

The farmer obtained better prices from the States than the mills here would give, as the farmers sold this on a flat basis which was a great loss to the manufacturer here owing to there not being able to use all the grades and as they never knew under this basis precisely what they were getting, they purchased on the basis of the poorest in lot. It was too much trouble to grade the wool themselves, and with each having a small number of fleeces the operation would be too expensive, as the best grading can only be accomplished and show more profitable results from large quantities.

Co-Operative Sales in Canada.

As a result the Live Stock Branch of the Dominion Department of Agriculture devised a plan for co-operative wool sales in Canada. Societies were organized in four provinces, Quebec, Ontario, Manitoba and Alberta, and expert graders were sent out to these sections where they graded the wool of each member of the various societies. Then the whole lots were classified and offered for co-operative sale. The producers benefitted greatly from this procedure, the prices secured increasing steadily and representing a greater increase proportionately over former prices than the average increase that was going on in the world's markets. The operations also took in a large quantity of wool each year.

Steady Increase in Graded Wool.

In 1914, 206,129 lbs. of wool were graded; in 1915 the number of organizations formed increased to nineteen, and about 420,000 lbs. were graded and classified for co-operative sale. In 1916, the amount had reached 1,721,598 lbs. with a value of $579,678. The average cost of this scheme to the producer was above .65 of a cent a lb.

The amount of wool available for 1917 is again much in excess of 1916, consequently the shortage of wool for Canadian mills will be greatly reduced as the manufacturers are not taking an active interest in these co-operative sales.

These wools are sold either by sealed tender or auction and the products from Nova Scotia, New Brunswick, Quebec and Ontario have been sold at record prices.

The bulk of Western Canada wools will be sold either by auction or sealed tender about the 1st or 2nd week in August

VARIOUS NEW THINGS NOTED

Shipments Slow — Fairly Complete Displays by Middle of August—Japanese Sleeping Baby Dolls Larger.

FANCY goods houses find that the launching of their Fall goods must be somewhat later than usual this year, owing to the great difficulty in collecting their stocks from the various centres. However, about the middle of August displays will be pretty well in readiness for inspection and for the travellers.

Shortage of many of the most important raw materials continues to affect materially the nature of the output of many lines. Wood, metal, paper and cotton cause continued concern to manufacturers. So, too, does the labor situation, of course. However, wholesalers believe that enough goods will arrive for a live-Fall trade and are optimistic as to the final stages of the season.

As usual the shipments from Japan carry myriads of tiny things which retail for a few cents. For instance, there are 6-piece sets of doll's wooden furniture which will retail at from 5 cents to 25 cents a set, according to the amount of handpainting and carving on them.

Many Small Fancy Things.

There are hundreds of other little playthings of wood, celluloid, paper, tin, etc., similar to the class of goods brought over in the past seasons. Last year small sleeping baby dolls with bisque heads proved successful. This year a very good line in larger sizes is to be had.

A novelty which is already selling well is the birthday candle-stick holder. These are made of sugar, colored and made into tiny roses with tin centres which clasp small candles. The flowers are made to match the colors of the candles and make very pretty decoration.

Those who wish to place orders for Christmas bells and other paper decorations, will come face to face with the vast increase in the price of paper. Bells which sold at 80c a gross last year, are $2.40 this year.

A juggling clown, which was gotten out by a Toronto firm last year to retail at 50 cents, proved very successful. This year the same firm offers the article with a little less elaborate clothing and finish, to retail at 25 cents.

New Wooden Blocks.

A new line of wooden blocks is called the "Stabuilt" blocks. These are fitted into a cardboard box. They are of solid wood with a hole on each surface just deep enough for a wooden peg to fit into. The other end of the peg fits into the next block, so that the blocks are held firmly together and may be joined in various ways. The great success of almost every line of construction toys has increased the output so that the prices remain about as last year. "Everything else is higher," added one fancy goods wholesaler.

IVORY TOILET ARTICLES.

Stocks of ivory are moving more quickly than ever. Many people buy a few pieces at a time in the good lines in order to gather a set for themselves. Sets of few or many pieces of ivory are also very popular. Last year one or two firms tried to push sets which were fitted in colored cardboard boxes with sateen lining to match, owing to the very high cost of the more elaborate wooden cases with satin lining, but the people did not seem to fancy the cheaper looking cases. They bought either the sets in good cases or else the separate ivory pieces, and in several instances dealers were left with the cardboard cases on their hands. This year what supplies of the better cases can be had, will, no doubt, be sold, and also many of the soft roll leather cases, but the probability is that more than ever of the good quality ivory will be sold without cases at all.

There is almost no demand for the painted ivory, except for babies' sets. Enamelled initialling is, however, very much liked.

JEWELRY

The general acceptance of high collars for Fall along with the flat ones is giving an opportunity to the jewelry manufacturers to add their bit of adornment to Milady's Fall turnout. They have, therefore, provided neat little stock pins of various designs, which sit at a jaunty angle in the soft ruffles of the delicate lacey jabot or on the more severe stock tie

One of these stock pins has a stone drop pointing downwards and mounted on a plain narrow gold bar. Others are in the shape of gold sticks or riding whips without a stone setting.

Necklaces continue oddly interesting. One new arrival from France is of dull dark metal links oddly shaped; there is a pendant in front containing a square of oriental tapestry set in a deep gold rim, surrounded with a pale dull green stone. Attached to this is a long silk tassel in colors matching the bit of tapestry. It is a striking necklace and quite in keeping with the Oriental fashions which retain a strong hold in the more elaborate costumes. Odd bead necklaces are in good demand still. Black and white combinations are especially good and, of course, pearls are staple.

Ear-rings are selling rather well again. They have revived with the high collars and tailored suits. Bright colors are allowed in these small ways. One firm has a new line in colors of jade, lapes, amber and coral with gold filigree and set with pearls. They are very dainty and in three styles—button, drop and horseshoe rings. Large drops and button styles in both pink and white pearls are selling readily also.

ART NEEDLEWORK

French Influence Will Be Strong Again After the War.

France, with her depleted population, her wasted stretches now trodden by enemy feet, her burdens innumerable, has that in her still which makes the France that the world loves. Her patience, perseverance and delight in things beautiful are as much alive as ever, and her followers must share with her the confidence that some time she will be gay and happy again. She will sit in her beautiful workshop, make lovely things for the sheer joy of having them to handle, toss them out to the eager world, glad just because her things are beautiful. Already her optimistic thought is preparing for that time. She sees her women of all ranks doing all sorts of work because they love their beautiful France, and she knows that their enthusiasm will not wane when peace is declared. The energies now aroused must find play in the remaking of France.

So much in demand before the war,

were the hand-made products that she never was able to turn out more than she could sell. Therefore, it is to her handwork that she will return. Several societies have already been formed to promote handwork in laces, embroideries, beadwork, etc., in order that a foundation will already be made for the necessary expansion after the war, and it is appealing to many war widows now.

While handwork of all kinds has been very active in Canada during the past two years in particular, it is confidently expected that there will be a further revival of it after conditions become a little adjusted to normal life. The influence of the new French creations will doubtless be strong and we shall look for things and ideas distinctive and fascinating, even though variety reigns supreme in the fancy work world just now.

NOVELTY BAGS

All for Use and Many for Beauty as Well.

THE vigor of the trade in fancy hand bags continues to such a degree that their popularity through the Winter season is assured. The advent of tailored suits once more may be taken as a fair guarantee that leather bags of medium sizes will have a place of importance in Fall Fashions. The new customs of women, however, demand a very large fabric bag. Canada found uses for these, in general, as knitting bags, before the United States did, but now our neighbors are finding another use which we hope will extend to Canada. Over there the women are gradually learning to carry home their small parcels when shopping, and, of course, a large and pretty bag is essential.

Variety is the main feature of the Fall lines. Paris has sent over exquisite samples of beaded and embroidered bags. Japan, too, makes elaborate embroidered ones, but perhaps the more ornate and unusual types are those from China, made out of garments placed on the market there by various high dignitaries. The finest examples are made from the piece of gold and silk thread embroidery which forms the back or shoulder pieces in the official robe of a Mandarin.

Bostonians are carrying the "Boston" bag—a shapeless affair of limp leather, which is excellent for small parcels. It is used by commuters, professional men, children who have lunches to carry, students, and in fact, everyone who has anything to carry. The Boston bag is rarely seen outside its native city.

Among the Paris novelties, a new moon in steel beads with the light rays in blue decorates a blue moire silk bag having a flounced side and a shirred bottom, completed with a huge tassel of silk. It is bordered with several close rows of beads, lined with fancy silk and drawn up with silk strings, beaded to match the bag.

Cretonne and tapestry bags in a host of designs and with novel types of handles and draw strings continue in general use.

BUTTONS

Many Buttons Trim Tailored Suits.

BUTTONS have taken rather a prominent place in trimmings of all kinds during the past few seasons, but for next Fall they are quiet a feature. Apart from the extremely large types of 80 and 100 lignes, of which only a few appear on a garment, there are the smaller sizes of 40 to 60 lignes which are used in quantities. Some of the new suits have the collars almost bordered with buttons. Panels, belts, slashes and pleats all provide edges for long rows of buttons, and on sleeves of strictly tailored suits, the two or three buttons of former seasons, have their numbers trippled now. For these tailored purposes, the buttons are, of course, strictly plain. Only on dressy gowns and elaborate costumes do the fancy painted, carved and metal filigree buttons find place.

The acceptance of some military fashions has made some call upon brass and nickel buttons, especially for children's garments and no doubt retailers will be asked for these by home-sewers.

"HOW WE GET AND KEEP BUSINESS IN OUR TOWN"

(Continued from page 29.)

big roll. That is hard to do, at least we find it so. There are so many of us, too, buying from these same wholesalers that they couldn't live without us, and yet they live off us, and today to the job-lot man in such a way that he can sell the goods at the price we pay our dear, kind, wholesaler for them. The things I have said are only touching the fringe of things we do, just mentioning them in passing without any attempt particularly to argue the right or wrong of the issues. It all sums up in this, that we fail to unite our forces to meet the attack of forces that are united against us. The Retail Merchants' Association is going a long way to solving some of the trouble, but they cannot make business men of us unless we are willing to be made. We can talk here till we are tired, but if we do not put the thing in practice, we are undone. We can and we do tell our customers occasionally that there are worse places than Elm Creek, and try to expect them to believe it, and some of the dear unsuspecting public do try to please us by so doing, but we never get tight down to trying to make it "not the worst place," but the best of its size and position in the community or the country round. Another thing we harbor petty jealousies, one against another, and sometimes we are guilty of talking these over with our customers in order to get and hold business, but the method is a dismal failure. There are other things that we do here in our town that are common stock among us, but I must limit my essay written thus in a hurry, with the suggestion that we take to heart the ideals of the Associations, Cash Co-operation, Community Building, as these three seem to me to be the ideas that I have found it necessary to touch upon as being applicable to our ways of getting or not getting business in Elm Creek.

TOY DEPARTMENT IN SUMMER

How Montreal Store Advertised Japanese Goods and Cowboy and Indian Suits at End of July.

IN the height of Summer, with the thermometer around 92, Goodwin's were playing up towns and other basement lines. One of their buyers had been over to Japan, and under the heading, "Those Wonderful Japs," they thus described some lines on exhibition.

Those Wonderful Japs

have sent us some clever mechanical toys that will amuse you as well as the children.

There's a scissor grinder, and sparks fly from his emery wheel as he grinds.

A cat walks on its hind legs and pushes a chair in which a mouse bounces up and down.

A clown drives a balky mule which occasionally backs up and then goes on.

A dog of uncertain breed dances jigs across the floor.

A hen, gaily painted, pulls a little crate on which sits a chicken, squawking.

A sort of ferris wheel on which are perched soldiers flying the flags of the Allies, doesn't quite go around, but plays see-saw.

A big beetle jumps and flaps its wings.

A whirligig rocking boat performs as many antics as one could wish to see.

A jointed snake wags its head and tail, runs forward and back and wriggles around in quite a satisfactory manner.

Here is another:

Indians and Cowboys

Since the children like these suits so much, let them wear them and save their other clothes.

We're showing suits in sizes for boys and girls from 4 to 12, complete in practically every detail and made of khaki and summer weights.

The trimmings are correct.

The cowboy suits have fringes of leather on the trousers and coat, leather patch pockets, Bandana neck handkerchief, belt, holster, pistol, lariat and broad brimmed hat.

The cow girl's suit has leather fringe on the skirt, a middy blouse with a red collar, tie and pocket, holster, pistol and broad hat.

The girls' Indian dress is red and blue with plenty of fringe, colored braid and fancy banding, also a feathered head dress.

Indian suits for boys are gay with color and there are feathered head dresses.



MUNITIONS MUST TAKE FIRST PLACE.

After the War Flood the Deluge of Trade Wants will, we hope, find you and ourselves——**READY.**

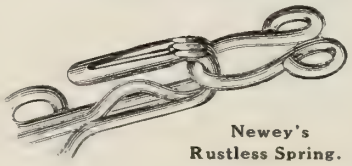
Our resources will be fully at your service for the supply of

SNAP FASTENERS, HOOKS AND LOOPS, HAIRPINS AND GENERAL SMALL WIRE GOODS.

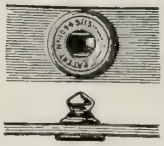
NEWEY BROS., LTD.

BREARLEY STREET BIRMINGHAM.

CONTRACTORS TO THE ADMIRALTY, WAR AND INDIA OFFICE.



Newey's Rustless Spring.



Newey's Indestructible Spring Equipment Fastener.



Newey's Springbok Hairpins.

THE HOUSE FOR LACE

BENTLEY & CLIFTON

LIMITED

COMMERCE SQUARE
NOTTINGHAM
ENGLAND

Special lines for Makers-Up and Wholesalers.

Torchons, Vals, Novelties
Lace Cushion Covers
Toilet Sets, Etc.

Call and inspect our line at showrooms

J. GAGNON, Unity Building, MONTREAL

These advertisement Cloth Brushes will be delivered f.o.b. Liverpool or London against payment in London.

Size of Brush, 6¼ x 1¾ ins.



Size of Brush, 6¾ x 1¾ ins.

6 doz.	12 doz.	30 doz.	60 doz.
$2.75	**$2.50**	**$2.25**	**$2.00 per doz.**

This price includes a Celluloid Tablet, 5½" by 1" printed in two colours, fixed in the back of the Brush; your own sketch or wording.

This Cloth Brush is made of pure bristles, and is of best English manufacture. Quotations for larger quantities obtainable of

M. NEUHAFER & LEVI, Brush Manufacturers,
11 Fore Street, London (England)

Smallwares and Notions

We have a complete Assortment of Lines needful for your Smallwares Dept. These are difficult to procure and likely to become more so. Included in these are: Mending Wool, Hose Supporters, Wire Hair Pins (by box and lb.), Pearl Beads, Seed Beads, Steel Crochet Hooks, Silver Mesh Purses.

Prices satisfactory.

Mail orders shipped by return post.

WRINCH, McLAREN & CO.
77 Wellington St. W. TORONTO

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

IMPORTERS *and* MANUFACTURERS
Art Needlework *and* **Fancy Goods**
"Peri-Lusta" "Crystal"
Mercerized Cottons *Artificial Silk*
Embroidery Materials
Fancy Linens *and* ***Piece Goods***
MADEIRA HAND EMBROIDERED
LINENS *and* HANDKERCHIEFS
Campbell, Metzger & Jacobson
932-938 Broadway New York Cor. 22nd St.
Canadian Showroom: Bay and Wellington Streets
Toronto, Canada

No matter what size you want, what color or material, we can give you what you want in

BUTTONS

at the most advantageous terms. We will send samples.

A. WEYERSTALL & CO.
145 Wellington St. W., Toronto, Ont.

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks,* working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

NEW FEATURES IN 1918 SWEATER COATS

Fine Workmanship, Novel Trimmings and Color Schemes Characterize Silk Sweater Coats For 1918—New Pattern Feats Accomplished on Knitting Machines — Another Enormous Season Anticipated

DID you think that everything possible in the way of novel touches on silk sweater coats had been put on the market for this year? Well, wait until you see the galaxy of loveliness that is going to be set before you very shortly. There is in store for purchasers for 1918 every pleasure that new fine stock and an enthusiastic public can provide. Fashion has adopted the sweater coat into her circle of dependents just as securely as she has hats or dresses or shoes and there is every indication of consumers being quite as interested in the newest output as they are right now. And they are asking for sweater coats this summer more quickly than they can be supplied.

Many Factors Keep Prices Up

It is this novelty and labor difficulties that are responsible to a large degree for the big prices which it is necessary to ask for smart sweater coats. Another factor which one large mill mentioned as being important regarding price is that much more material is required of late than was used a season or so ago. For instance a sweater coat marked size 36 is made the same size as a 38 of a couple of seasons ago. "Girls like a sweater coat to hang loosely in a careless, sporty style and that requires more goods," remarked the manager. This firm's prices run from $60 to $190 a dozen for 1918. The price of fibre silk itself is fairly steady, more so than any other raw material used by knitting mills. The only difficulty in getting the silk supplies is in shipping facilities since the big source for the raw materials is England.

Manufacturers of various lines of wearing apparel have mentioned to DRY GOODS REVIEW that when an article works up to a phenomenal run one year and the season closes with it so, you generally find that it lasts well for another whole season and after that something else begins to replace it. A prominent knitted goods man is the latest to refer to this "rule of two" and it was regarding silk sweater coats he spoke. "You will find them strong next year again, and after that wool sweater coats will begin to replace them," he said. "Wool by then will of course be almost impossible and that will make the demand all the more keen."



THREE-PIECE BRUSHED WOOL SET.

This is one of the sets that Santa Claus is going to indulge in freely this year. He was fascinated by the smart new mortar board tam.

Color Range Good

The dye situation is not causing a great deal of concern. Practically every mill finds it difficult to get a reliable Paddy or Kelly green. Some little trouble has been found too with deep gold shades but apart from these there is a splendid range of reliable shades, so many in fact that the difficult ones are scarcely missed. Nile green and rhubarb, champagne, light and dark rose, sapphire blue, Alice, navy, cherry, lemon, putty and cream are among the attractive shades offered, and in combinations they are, of course, very effective. "Color schemes are really the outstanding feature of next year's goods," said one of the leading manufacturers.

Among the advance models for 1918 are several striking features. One of these is a new type of pattern in all-over design knitted on the machines in colors. "This is the first time this has been acomplished on the machines," said the maker. A couple of designs noticed were rose and black double-cross motifs on a white ground, and black broken scrolls on a rose ground. These two were very effective used as trimmings on plain colored coats.

Double Collars Featured

Another of the smart new features is the double collar. Some people this year prefer the epaulet collar and some like the sailor style. Next year they may have both on one sweater. The long shoulder points make a very good setting for the square collar especially when the collars are of different colors. Covered buttons on the sailor collar to match the wider one and on the shoulder points to match the upper collar make neat trimming, and of course the cuffs and pockets are in keeping.

Another new collar has the front cut in deep printed lapels falling either side of the front fastening. Sailor collars with side bands extending long in the back and finished with ball trimming are also to be found on the new sweater coats.

New Fall Sweater Coats



A PAIR OF WOOLEN BEAUTIES.

It is the two kinds of trimming that makes this 3-piece set so very charming. Brushed wool collar and cuffs, the oblong pockets and girdle tied behind make something new for the Shetland sweater coat to the right.



DAINTY LACE SWEATER.

The kiddies will be delighted with this soft rose wool sweater with white trimmings and white silk laces. Made by Knit-to-Fit, Montreal.

New Rope Girdle

The waistline affords a place for other important new features. Two and three rows of shirring across the back either fixed or on elastic are shown in many cases again and pockets are finished to match. Double narrow back girdles too are shown. In both cases single wide front sashes sometimes with buttons at the sides are similar to some of this year's models. One new style of girdle is in soft rope effect knitted and finished with tassels When these are made of two tones to match the coat and its trimmings they are particularly smart.

One clever new trimming must surely be seen to be appreciated. It is on one of the double collar coats of white. The top collar has the appearance of being made of different colored rows of silk braid running lengthwise with one-inch spacings. These spaces have curled floss running crosswise leaving open squares between them. The fabric has a delicate lacey appearance and is all produced on the knitting machines. The cuffs have the same trimming. Drop stitch stripe patterns are shown again for next year.

Soft Wool Sweaters Gaining—May Replace Silk in Time

Wool sweaters follow the silk styles more and more, just as the silk styles follow ready-to-wear. The variety of fancy trimmings, the color schemes, the lines in general of the new wool models are similar to those of silk. "There is the type of wool coat that will replace the silk in time," said one manufacturer, indicating a fine wool jersey coat of champagne color neatly bordered in fancy stripes of brown and with a large wide collar entirely of the stripes running lengthwise. It was light in weight, soft and indeed quite capable of playing the part of an attractive Summer sweater coat.

While pull-over sweaters or wool middies have not sold in anything like the numbers of the coat styles, they have been popular enough for firms which did not make them for 1917, going into them for next year. The model illustrated in April DRY GOODS REVIEW with wide ribbed finish at the hips and straight ribbed cuffs is typical of the leader in pull-over styles for 1918. These are of fine soft wool made on hand or run machines and have sailor collars with V-neck. One model of dark green with deep purple collar, cuffs and small pocket is a favorite.

New Brushed Wool Set

An attractive new set for the coming Winter includes a smart sports coat and cap of brushed wool. Rose jade, Paddy and mustard shades are to be had and with their snowy white large collar, front facing, wide belt, cuffs and pocket tops on the coat, and band and pompon on the cap make a decidedly chic skating or snow shoeing outfit.

Men's Jersey Coats

In knitted goods for men the outstanding feature apart from the steady demand for staple sweater coats and jerseys, is the jersey coat. This was brought out last season and is selling in increasing numbers. It is a light weight but warm coat of good appearance and is worn in many cases as an office coat by business men. The colors are of a staple type but the best seller is a dark khaki shade.

SWEATER COATS

THE very practical qualities of the artificial silk sweater coat this summer, have commended it so highly that many stores find difficulty in keeping their stocks up to demands. One of Toronto's leading stores stated to DRY GOODS REVIEW that it has already sold more of these coats this year than it did all last Summer. The better qualities are taken too. The prices paid oftenest this year range between $15 and $25. There is very little call for the pure silk lines on account of the very high prices for them. Another Toronto department finds their stock so low and the replenishing of it so slow that they do not foresee any place for special sales at any time during the season of their first grade goods. Occasions arise at times, of course, where a purchase of seconds either as to make or quality of the material, is possible, and these may constitute grounds for a "sale," but regular lines move so quickly that there is no place for special sales. "Last week was the biggest sweater week we have ever had," said the head of the department.

Along with all the more strictly Summer lines enumerated, Angora wool sweater coats have continued selling very well ever since last Winter, and promise to keep up a fast pace next Fall again. They are on order at the mills in rose, blue, purple, rhubarb (which is a mixture of deep rose and green shades), gold and numerous other colors.

Caps and Scarf Sets Again

From manufacturer to retailer confidence is expressed for a bigger season than ever next Fall and Winter in Angora cap and scarf sets. In compliance, mills are making these more attractive than ever. They are more evenly and thickly brushed, more closely woven in order to stand the brushing, and in many novel colorings. One particularly attractive scarf of white has three-inch stripes of deep rose color, bordered by half-inch stripes a shade lighter. The fringe is of the deep rose and the cap is similarly striped. In addition to the toque style of cap which was popular last year, a choice of style is offered in a neat little military cap with a mount in front of the rose wool yarn. These sets may be had in various colors, of course.

BATHING SUITS

Knitted Styles Gained Big Vogue This Year—Great Variety for 1918

THE big demand for all types of knitted bathing suits this year is followed by a bigger range of samples for 1918 than has been. There are knitted suits of wool, mercerized and plain cotton and silk in many styles and colorings and in sizes to fit all ages—children, misses, men and women. Children's knitted bathing suits like those for men show some additions to the staple types.

Those men's wear dealers who have found a difficulty this present season in securing bathing suits will be pleased to learn that one Canadian firm is planning to go rather extensively into this line. In former years they limited their output to plain navy blue suits, but for 1918 they have very attractive lines that are trimmed. One of the most pleasing was a body of grey, an all-cotton line, with trimming of cardinal. This is made either with the trimming around the neck and arms as well as the skirt and legs, or omitting the trimming in the upper part of the suit. This combination of colors is brought out also in navy and orange, navy and cardinal, or the old favorite, navy and white. The suits come in three styles—without the skirt, with the skirt attached to the upper part, or in the two pieces as before.

It is expected that the fancy trimmed will take well, possibly limited to the skirt and legs, rather than to the upper portion. They are made of all-cotton rather than of wool, and will sell at a reasonable price. This year some merchants were depending pretty much on orders they had placed over a year be-

fore. These fortunately came through from England, but the experience makes them rather doubtful about next year.

Novelties for Women

One of the 1918 leaders for women is of striped silk, two-piece. The upper part is practically a sleeveless sweater coat except that the armholes have the short caps narrower above than under the arms. Sashes are worn with these as with sweater coats. Blue and white, rose and white, black and white and rose, black and white are among the stripes shown with plain white trimmings.

Then there are new models which have the bloomers attached under the waistline of the outer dress. This is an elaborated Annette Kellerman style. One very pretty model is of plain Alice blue with hem, armholes, sailor collar, belt, pocket and bloomers of blue and white stripes. Another is of wool in ⅜-inch black and gold stripes with plain black trimmings. In almost all styles offered there is a choice between bloomers and tights to be had and also between plain or striped materials for them.

SPRING NOVELTIES

Jersey Silk With Fancy Trims—Cotton Underwear Slightly "Brushed"

THERE are some indications of a greater demand for jersey silk for women's sport coats for next season. These have been popular in Paris for some time but the demand in Canada has not been very keen. One knit goods firm is specializing in a number of lines of these with some fancy trimmings, and looks forward to their being met with some eagerness by the buyers. One of these has a smart flap in each of the pockets, and an embroidered design in the shape of a star on the cuffs. Paddy, saxe and coral are among the leading colors in which this has been brought out.

Adapted from Brushed Sweater

A manufacturer of underwear has brought out a novelty line in lightweight that looks like a bright idea not only for the manufacturer but the retailer as well. It is adapted from the brushed wool form of sweater coat, but there is very little of the "brushing" done. The inside of the cotton fabric is teased out a little and a soft, woolly appearance is secured for the garment. So far the sales on this particular line have been double what they were last year on the same style without the downy texture.

Brushed Coats Poorer Wear

Speaking of brushed wool, some of the mills are of the opinion that the extreme popularity of the brushed lines is doomed to fade, and that at no distant date. It has been found in the case of sweater coats that the ones that have been submitted to the most "teasing" have shown up "beautifully soft and warm" at the first, but a little wear has made the down disappear and left the original clear knit fabric far more sheer than it was at the first, and in consequence a much poorer wearer. This has been noticed more in the case of sweater coats that have gone over into the second season than the sets of tams and scarfs that do not get so much continuous wear. With the old style sweater coats there has been no end to the wear. In fact this has been one of the reasons for the falling off in the sale of sweater coats of the normal type. But with the fabric weakened by the "brushing process" the wear is lessened and customers are beginning to complain. If they would be satisfied with one season's use, as they are with the ordinary suit or hat, then all would be well; the merchant would have the pleasure of repeating the sale the next season, and the mills would keep up the old time records for the woolly sweater coats. But somehow or other the public have been impressed with the idea that a coat must be like a pair of leather bedroom slippers, grow tougher with use.

Perhaps this is a case where the public should be "educated." But what would be your argument?



WOOL FOR THE KIDDIES.

A comfy angora three-piece set with narrow stripe trimmings. Deeply fringed scarf is of generous width to keep Jack Frost at a distance. New long-waisted effect on coat; two pompons on cap.

HOSIERY

Without Cashmere Next Year—No Quotations Available from English Mills At Present.

"What is there to say of interest to buyers with regard to hosiery for next year?" DRY GOODS REVIEW asked a prominent manufacturer. "Very little, except that it will be difficult to get," he replied. "All cashmere hose will be almost impossible for we cannot get cashmere yarns. English mills must use 30% less cashmere in their hosiery for next year than they did this year and have been compelled to cut their hours down 20%. We depend on Britain for our supplies and cannot even get quotations now.

"Cotton hose will be away up too. I should say that 50 cents raw cotton is probable before this year is out. Mercerized cotton and silk hose will have to be the big lines for next year of course. The 12-inch silk boot for misses and women will be in bigger demand than ever and in plain colors. Fancy patterns do not amount to much.

"Children's hosiery will practically all be of cotton. We will have to make a line of cashmere for winter but the price will be very high. The same applies to men's lines. Fine cotton, silk and mercerized socks will be about the only things to be had."

Before the war many of the factories turned out nothing else than high class goods and found a ready sale for them. Now that woolen goods have advanced 150 and even 200 per cent. over the prices that ruled before the war, and cotton goods are anywhere from 100 to 125 or 150 per cent. higher, there is a demand for only a small proportion of the better lines that used to be turned out. For instance, a line of cashmere hosiery, that used to sell for 50 cents, a good quality even at that, or 75 at most, cannot now be sold under $1.25. The mills have found and the retailer finds that the average woman will not pay that sum.

Takes 75c Line Rather Than $1.25

When it comes to that she says, "Haven't you anything at a lower price?"

The merchant says, "Yes, we have something here at 75 cents; we have even something here at 50 cents, the original price."

What are these lines? One may be a mixture of cotton and wool and certainly not cashmere, or it may be a fairly heavy all cotton line. Or instead of using the percentage wool for these goods perhaps there is a facing of wool and a backing of cotton, such as has been done in sweater coats for some time. The majority of women will take the 75-cents line before they will pay the $1.25. This is not saying that a number of women, particularly those who have the spending of a larger amount of money now probably, than they ever had before in their lives, do not pay the higher prices for the better class goods. We are speaking now of the average woman and it is the demands of the average woman that determine the general lines that the manufacturers must adopt. This is true to a certain extent with the men's trade.

Poorer Quality to Meet Price

A number of manufacturers have been met with the problem of either degrading the quality of lines that they have advertised before the merchant and the public for years as of a certain standard, in order to keep them down as near the original price as possible, or of cutting them out entirely until such time as prices of

(Continued on page 113)

BUSTER BROWN STOCKINGS

SUNSHINE HOSIERY REGISTERED.



Your best advertisements are your satisfied customers. And the surest way, the only way, of assuring yourself of a profitable list of customers is by carrying satisfying lines. Buster Brown stockings are quality products which will make satisfied customers. Buster Brown stockings have good looks and stand the test of hard wear.

Buster Brown Boys' Stockings.

1 in. 1 rib. Double elastic leg, narrowed foot and ankle, three-ply heel and toe. Sizes 5 to 10½. Black and tan, 1 dozen boxes.

Buster Brown's Sister's Stockings.

Fine 1 in. 1 rib. Made of fine quality two-ply English mercerized lisle yarn. Sizes 4½ to 10. Colors—black, leather shade tan, pink, blue and white. ½ dozen boxes.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton, Ontario

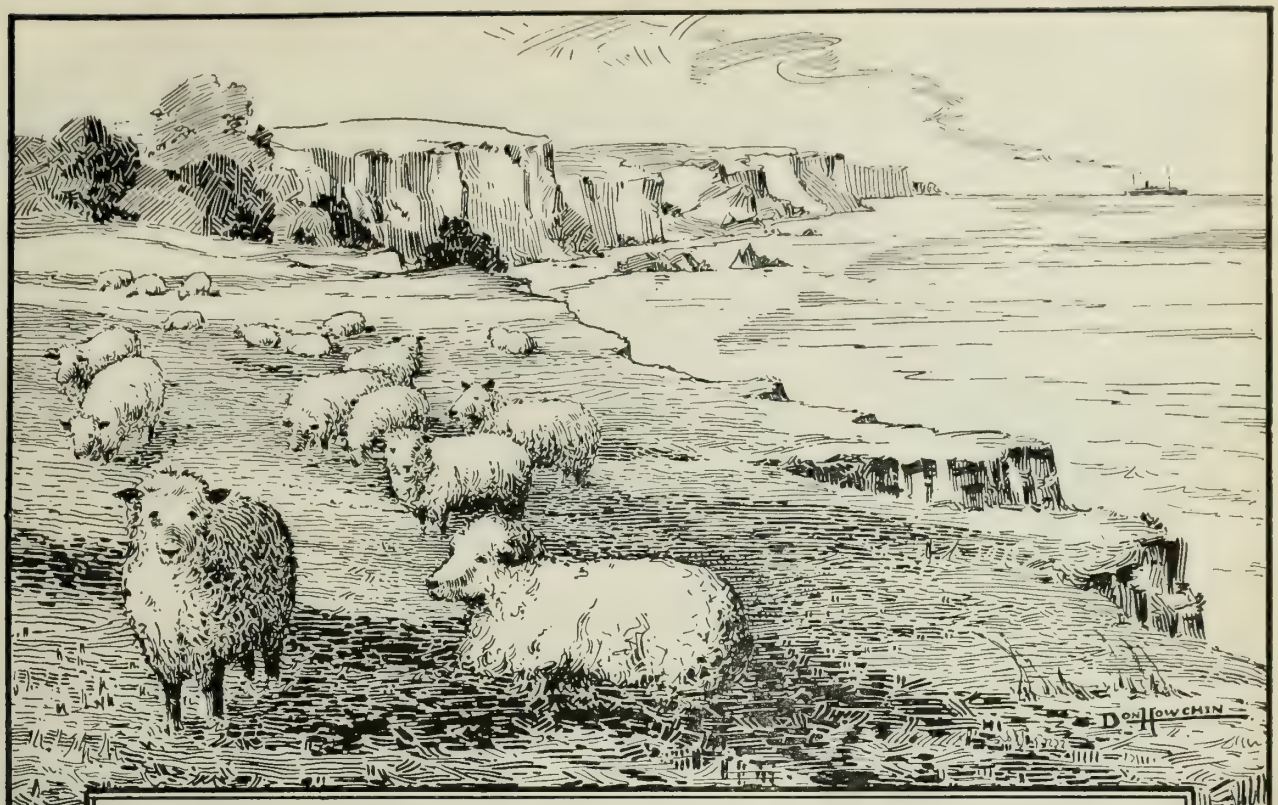
MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Ltd., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE MARK.

SUNSHINE HOSIERY REGISTERED



Strengthen Your Underwear Stock Now

Now, before the season is right upon you, add strength to your stock by the introduction of *"Atlantic"* Underwear. When the cooler weather comes you will have constant demand for those underwear qualities that are best supplied in *Atlantic* Brand.

Your sorting orders will be attended to promptly.



E. H. WALSH & COMPANY, Toronto Ontario, Selling Agents for Quebec, Ontario and Western Canada.

ATLANTIC UNDERWEAR COMPANY
MONCTON, N.B.

ATLANTIC UNDERWEAR

We are now showing our Spring range for 1918

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Nobby Silk Sweater Coats
Light-Weight Worsted Sweater Coats
Attractive Styles in Bathing Suits
Jerseys and Bathing Suits for Men and Boys

HOSIERY

SILK COTTON
CASHMERE MERCERIZED

FOR MEN, WOMEN and CHILDREN

Drop us a card and we will tell you when our representative will call.

It will pay you to wait for the "Monarch-Knit" Salesman.

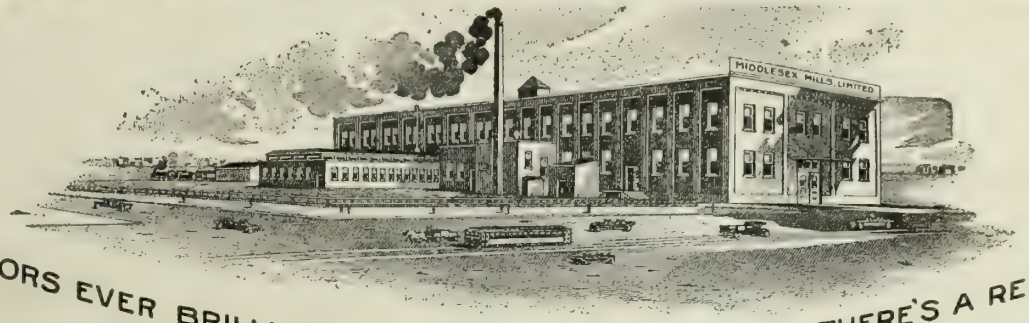
THE MONARCH KNITTING COMPANY, LIMITED

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Fancy Knitted Goods, Hosiery, etc.

DUNNVILLE, - - - CANADA

MIDDLESEX MILLS LIMITED

WEAVERS - DYERS - BLEACHERS - FINISHERS



COLORS EVER BRILLIANT — FINISH EVERLASTING — THERE'S A REASON!

IT'S IN THE WATER

MADE IN CANADA—ENGLISH & FRENCH METHODS

ALBERT MITCHELL, President
PHONE 4372

A. N. LYSTER, Treasurer

PHONE 5986, Superintendent

The Superiority of Middlesex Dyed Fabrics

The superiority of Middlesex Dyed Fabrics is not the result of accident. We didn't just stumble into the methods we employ to give our goods this superiority.

These methods are the result of hard, close study, not only of colors and machinery, but of the fabrics themselves and the uses to which they are to be put.

Nothing is left to chance — a guarantee to you that **Middlesex Dyed Fabrics,** while acquiring such true and even color, have not suffered in finish or texture.

Always we are studying to make our work more satisfactory. If there are better colors, better methods, better machinery, we are going to find them.

Link up with **"Middlesex."** Let us help you overcome dye troubles.

MIDDLESEX MILLS LIMITED

LONDON - CANADA

HERBERT PARKER, SELLING AGENT — 32 FRONT ST. W., TORONTO

CIRCLE BAR
Registered
HOSIERY

Making good where it counts most

Circle-Bar Hosiery has "Made Good" just where we wanted it to, and where we expected it to—with the public.

Men, women and children—all alike—have received perfect service, comfort and fit, with the natural result that "Circle-Bar" sales are growing steadily.

This is your best reason for boosting Circle-Bar Hosiery—it satisfies the public.

For Men,
Women,
and Children.

The Circle-Bar Knitting Company, Limited, Kincardine, Ont.

ANNOUNCING

The Harvey Line for Spring and Summer 1918

Samples of our 1918 Spring and Summer lines of Ladies' and Children's underwear are now in hands of our representatives who will commence showing to the trade early in August.

This popular, full-tailored line of lightweight underwear for women and children is going to be a stronger factor than ever in underwear departments next Spring and Summer.

When ordering the Harvey lines you are assured of the same reliable fabric and the same features of convenience, comfort and serviceability that have made this line so deservedly popular

WOOL JERSEY SWEATER COATS

We are also showing some exceptionally smart, new models in this popular Jersey cloth with novel effects in trimmings, belts, pockets, etc.

—attractive for Christmas business

The Harvey Knitting Company, Limited
WOODSTOCK, - - - ONTARIO



Penmans

Underwear

THE STANDARD OF EXCELLENCE

The Canadian public **believes** in Penmans Underwear. It has tried and tested, and it knows that Penmans quality never disappoints.

Penmans will maintain the quality which means pleased customers and will continue to pay the retailer a satisfactory profit on every sale.

Penmans, Limited

Paris

Also makers of Sweater Coats and Hosiery



Link and Link Sweaters A833. White with pink, sky or corn stripe.
Sizes 2-4-6.

A Feature Line Throughout

Pullovers
Toques
Knit Skirts
Hoods
Mittens
Sweaters
Bootees
Sacques
Link and Link Goods

Louis Schlesinger & Co.

117 East 24th Street :-: NEW YORK

"Everything in Fancy Knit Goods and Always Something New."

"Craftana"

Registered No. 262,00



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

LITTLE COMFORT ABC TRADE MARK HOSE

The Standard *for Good Qualities*

Greater Strength Gives Longer Wear

Heels and toes of stockings get the hardest usage. That's just where A.B.C. Hose is reinforced. All A.B.C. Hose is two-thread with three-thread heels and toes, ensuring splendid wearing qualities.

Your customers will ask again for A.B.C. Hose because they give such value.

Selling Agents:

R. L. Laker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario

CLIFT & GOODRICH

80-82 Leonard Street, New York

53 MILLS

Knit Underwear
Nainsook Underwear
Sweater Coats
Bathing Suits

Spring, 1918, Line Now Ready

Prompt deliveries on Men's and Boys' Fleeced Underwear can now be made.

Quotations and Samples submitted upon request.

Toronto Office: 33 Melinda Street. Mr. R. Reade Davis, Representative.

THERE is a strong sales appeal in the appearance of Peerless Underwear. It suggests grace, fit and comfort—and that intangible quality so necessary in every article of women's apparel—style.

You'll like "Peerless" because your customers will like it.

REPRESENTATIVES:—Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto; British Columbia: J. J. Mackay, 504 Mercantile Bldg., Vancouver; Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec; Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.; Manitoba and the West: The Hanley & MacKay Co., 407 Hammond Block, Winnipeg: Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

The PEERLESS UNDERWEAR Co.
Limited

HAMILTON, ONT. - CANADA

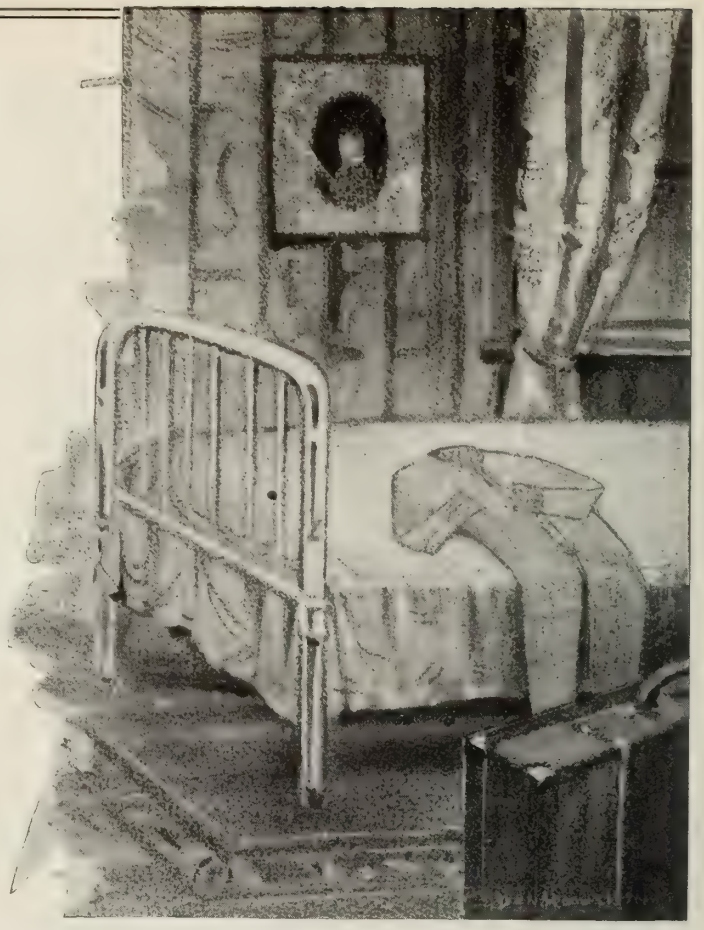
5 Sales-Making Features

Your sales of Men's Underwear are going to be larger this coming season if you push "Imperial," the five-feature line. Lap-Seam Shoulders wear longer and will not chafe; Comfort-Fitting Collarette fits closely without rubbing; Snug-Fitting Flap gives a neat front; Closed Crotch gives plenty of room without bunching of material; Improved Knit Cuffs and Anklets fit snugly at wrists and ankles.

These features make a strong appeal to men, and they provide real comfort and service.

Let "Imperial" boost for you this Season.

Kingston Hosiery Co.
Kingston, Ontario



We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

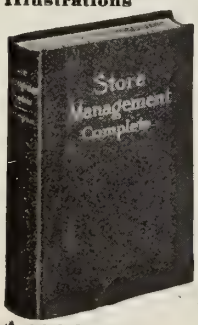
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Address.....

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



The C. Turnbull Co. of Galt, Limited. Galt Ontario

MILLINERY

DEVELOPMENTS IN FALL FASHIONS

Millinery Trade Feels Keenly Lack of Parisian Influence—But Good Business in View—Soft Hats, Tire and Clam-Shell Brings New Featurs—Fall Displays August 15th.

THE absence of a strong Parisian influence is more keenly felt in America just now than has been the case at any other season since the war began. Milliners all over this western continent are realizing just how important to the world is the leadership of Paris. As has been remarked previously in these columns, milliners of the United States and Canada are excellent copyists, but are too new and in too great a hurry to usurp the place which Paris has gained through her perseverance, hard study, and real love for her art and fine workmanship.

Present conditions have thrust upon us westerners an opportunity to rely upon ourselves and to ascertain what ability we actually have. Though we realize our short-comings, this opportunity ought by no means to be discouraging, but rather an incentive. We have a comparatively free field for introspection, and once we have definite knowledge of what we lack, or what are our limitations, a big step is taken towards success. Real study of the purpose of the millinery trade is surely what we need. If our aim is simply to turn over large quantities of stock at a pecuniary profit and have not back of that a determination to offer beautiful and appropriate hats, we shall surely remain a mediocre people in the millinery world. The "formal and final cause" of the milliner—as Aristotle would put it—is to provide the people with hats suitable for the various occasions upon which hats are worn and at the same time to see that those hats are beautiful. The big problem seems to be to decide just what beauty is, and to help matters a study of color, symmetry, rhythm, history and psychology are among the interesting essentials.

Harmony in Color Combinations.

And now let us see what our labors have actually turned out during the past month.

For one thing there is a very commendable inclination towards harmony rather than contrast in color combinations. A union of navy blue and purple velvets is rather unusual, but when just the right tones are selected, the result is good. For instance, one hat was of navy —not a purplish blue, but a grape or greyish blue—and was faced with a soft pansy purple with excellent effect. Brown and champagne, blue and grey, black and grey, terra cotta and tobacco, mole and sand, taupe and putty are other two-tone effects which are used well.



THE FOLDING MOUNT SHOW CARD.

The above illustration shows how two photo mounts were used to produce a very good effect as a millinery display card. The two cards were hinged together with a piece of book muslin glued on the backs, and when set up at a slight angle, both the picture and the announcement were visible from the front. The picture shown was taken from the editorial pages of Dry Goods Review. This idea may be carried out for any department in the store, preferably, however, for style departments where a classy effect is essential.

Some Military Models.

The military influence plays some part in Fall models. Naturally for these red and blue must be combined, only when they are on a hat they are called navy and American Beauty. One delightful sailor omitted the American Beauty, and showed brass buttons with the navy. Around the high crown was a band of 4-inch navy faille ribbon knotted at the side, fringed at the ends and secured with the small buttons. The "Boy Scout" crown is also a Fall military favorite; these are soft and cut in four gores. Small tailored hats of military suggestion, high in front have a chic appearance if they are not too stiff or too quickly made.

High Crowns which are soft, pleated or shirred, draped accordeon crowns caught down on the right side by a long tassel, scarfs which suggest a soft crown —these are features of Fall crown fashions. Very many brims are without any stiffening whatever. Even large hats with almost no trimming are frequently left with only the natural flop of the fabric of which it is made—and that is usually velvet of one specie or another. Oriental velvet is new and in strong fa-



BEAUTIFUL MODELS FROM TORONTO WHOLESALERS.

Upper left: Black satin and velvet with bead ornament. Novel scarf with wired edge. From D. McCall Co. Upper right: Black velvet with new high front and curled goose edge. Made by John D. Ivey Co.. Centre: Handsome dress hat. Brim soft mole velvet; crown mole oriental velvet; grosgrain trimming. From John C. Green & Company, Ltd. Lower left: Popular type of tam; mole velvet braided handsomely in soutache with tassel of same. Shown by S. F. McKinnon & Co., Ltd. Lower right: Clever Military turban in black velvet and draped white satin, black grosgrain and velvet ornament; "Wall-of-Troy" at sides and back. Made by Cockburn & Bundy.

vor in the rich dark plain colorings. It is a "patted" velvet, less glossy than panne. Many call it by the better known name of Hatters' plush, though that name last year was used for a fabric of longer pile and looser and thicker weave than the Oriental velvet.

Novel Brims.

Besides these soft hats, there are a couple of new styles in buckrum which when covered are decidely novel. One is called the "tire" brim. As its name suggests, the brim is in shape very like the inner tire of an automobile. In some cases the "tire" is no more than a large pencil roll on the brim edge, or it may be large or have a double tire with one sitting closer to the crown than the outer tire. Another is on a small hat, but the tire of grey suede is wide, fitting smoothly up over the navy blue silk crown, of which only a circle of about three inches in diameter is visible.

The other shape of note is the clam-shell hat. This has two brims meeting at the outer edge, but anywhere from half an inch to 3 inches apart where they meet the crown. One of this style in black velvet has a fringe of burnt goose extending from between the outer edges of the brims.

Bandeaux Trimmings Good.

All sorts of bandeau effects are considered very good trimming for Fall. There are high bandeaux of grosgrain ribbon, soft ones of satin, narrow ones of ribbon, rounded ones of pasted feathers, flat ones of hackle, soft straight fringed ones of ostrich, or burn feathers, firmer ones of curled burnt feathers and fancy effects of pleated ribbon.

Odd results are obtained from using stiff wings, comparatively large on very soft shapes. It is possible to get attractive effects thereby.

While the demand is still pretty generally for hats with little or no trimming, the trade is coming into its own again to some little extent by the introduction of the soft hats and large draped crowns, which require more material, and therefore pave the way for more trimmings than have been accepted during the high-priced-boot season. Judging by the models made up so far, wide ribbons are going to be pushed more strongly than they were in the Spring or last Fall, but it is still almost certain that the public is not ready to make a rush for them.

Stitched Bow-Knot Popular.

Another trimming which has taken good hold was pictured in last issue of satin or taffeta stitched to give a little stiffness and tied into airy bow-knots at the front of the hat. Metallic and Oriental ornaments, odd celluloid motifs, beads, tassels and fringe all have a fair place in trimming again. A few velvet flowers are used, but they are not considered leaders. Fur is expected to be good again later in the season when the beaver and plush hats come on the scene.

Berettas of all kinds are very strong at all the wholesales. Those of satin or velvet with a goodly amount of soutache braiding are favorites.

Among the models which show real originality is a puffy soft hat of apple green satin. There is a mole velvet crown band and apples on top made of the green satin; grey soutache braiding also has a place.

Corduroy Sailors.

One wholesaler is showing a range of corduroy Sailors for early Fall sports wear. They are trimmed with ribbon or a bit of embroidery and will sell at about $1.50. The colors are coral, turquoise, apple green, etc.

England, too, is left to her own resources for millinery ideas, and it looks as if she is going to have wearable hats too. One successful idea is the Welsh Hat, made after the style so familiar among the Welsh people. The brim is a flat sailor shape of medium size and the crown very high, larger at top and bottom than around the centre. Just a narrow band with neat double tailored bow in front trims. The material is champagne or other shades in fine silk beaver.

Good Season Anticipated.

Everywhere the prospects are bright for as good a Fall season as has been Local wholesalers will not have any formal openings, but their displays will begin between August 10 and 15. All expect to be in full swing by the latter date. Good business is already begun with the West, since there are prospects of fairly good crops. Speaking of the trade generally, one U. S. authority says:

"We have every reason to believe that the season we are now entering will be one that will make use of a large variety of styles and materials; that the shapes will range from close-fitting military effects to the large sailor and rolling brim styles. Apparently, crowns are to be larger, both in height and width. In other words, there will be hats for all kinds of occasions, made from materials suitable for the occasion.

"We feel greatly encouraged over the prospect for a satisfactory business. We can see nothing to prevent August and September giving us their usual large volume of business.

"The fact that women are to be more largely employed than ever before has no terror for us, as we firmly believe that it means that the wearers of millinery will have more money with which to buy millinery than they have ever had before. We believe this is a condition which makes for an increase in our business. If people could be brought to a realization of the fact that millinery is a necessity and not a luxury, there would be much less confused thinking on this subject than there is at present."

OPINION OF MILITARY AND DRESS FABRICS

THE following are additional opinions of buyers received by DRY GOODS REVIEW to those published in the July issue.

The millinery buyer of the Anderson Company, St. Thomas, Ont., gives these answers to the questions submitted:

1.—Large high crowns for Fall? Yes, but not extremely high.

2.—Brims will be both wide and very narrow.

3.—Military hats will still be strong; also high crowns with narrow brims suitable for breezy Fall days.

4. The popular materials will be velvet, silk and leather effects. The chief colors will be burgundy, purple, brown, gold, green and grey.

5. Colored velvets will be very uncertain; mostly black and white will be used.

6. The favorite trimmings will be bandeaus of burnt ostrich, peacock and goose pompoms of round and elongated effects; slender side spreading wings.

7.—Narrow ribbons will be used in fancy flat effects. Wide ribbons also will be good. Small variagated clusters of flowers, and large loose petal flowers.

Remarks.—The above refers only to early Fall. In addition to the fabrics mentioned imitation fur fabrics will be used such as "kerami," made in all fur colors.

HAT STYLES

IN MILLINERY and hats for the Fall, taste is inclining this season more to shapes than to trimmings. Narrow ribbons are likely to be used in tailor-made effects, and there are no very strong indications as to wings and mounts. These will be found, but where found will be on the small side. Very small ornaments are favored, and so far as can be hinted at now, no flowers have found place in trimmings. Tassels, cockades of ribbon, and small ornaments, small mounts, and wings have been indicated, but nothing in the way of trimmings is very pronounced. It looks like a season of shapes rather than trimmings and mounts so far.

Shapes in hats for the mature woman are very interesting, and afford abundant choice of outline and mass. Made in hatter's plush and generous in size these later Fall hats are high in crown, and often abundant in brim, but the brims are moulded into various devices. The beretta effect is frequent. There are tricorns and quadricorns in toques and similar shapes with full crowns, soft crowns, hard crowns, and brims in still greater variety. They do not according to this season's indications so far call for much ornament. Here and there more lavish ideas in trimming have a little sway, but as a rule the styles are in severe taste, with perhaps a small compact ornament placed on one side at a point of interest in the development of the shape, a small applied ornament, rosette, cockade or conventional device being usual.

A shape which is having a good deal of favor now is the Chinese sailor pattern or saucer brim. This, with slight ornament, makes a neat serviceable style of hat, which is convenient and becoming, and impresses buyers as likely to go well this Fall. It is similar to the "dish" mentioned in last month's DRY GOODS REVIEW.

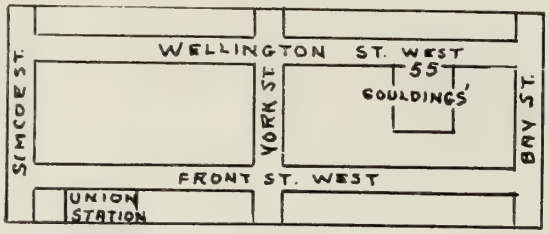
G. GOULDING & SONS

Wholesale Millinery House

INVITE YOU

to visit and inspect the finest range of Newest Creations in Millinery, as well as an exceptionally well assorted stock of Velvets, Silks, Ribbons, Laces, etc.

Within Easy Reach of the Union Station



You are Assured of a Cordial Welcome

If you are going to be in Toronto during August, or during the Canadian National Exhibition, we would esteem it a pleasure if you would call and examine our goods. The showrooms are hardly two blocks from the Union Station (see diagram).

Drop in and see us.

G. GOULDING & SONS

55 Wellington Street West, Toronto

MONTREAL OTTAWA WINNIPEG

MILLINERS

Send your old stock of felt hats to us and have them remodelled to the latest styles.

Canadian Hat Works

620 Yonge Street

Phone North 1737 TORONTO



WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Gage



GERALDINE GAGE

H18—For the matron whose social position requires smart attire, with a touch of the extreme. Its high draped side gives dash. It is close fitting, and Bordeaux in color





GERTRUDE GAGE

H153—Miss or matron, both will look well in this hand woven Chenille model. It is snug, beautiful in outline, and very shapely. Of Taupe velvet with rose chenille flower

The Three Big Events of the Fall Season

First – Display of

OPEN STOCKS

representing the textile interests of the Chicago Market, August 6th to 18th. Chicago is recognized as offering the largest and most comprehensive Open Stocks in the country.

Remember, too, that Chicago is an ideal Summer Resort,—all the outdoor attractions are here.

Second –

"AMERICA AWAKE"

The Chicago Fashion Show
August 8th to 15th

In three parts, under the titles

"Spirit of '76,"
"Spirit of 61"
"Spirit of '17"

An elaborate presentation of the Season's Best Styles.

Third –

GAGE HATS

Correctly representing newest style tendencies—on display at GAGE'S—during the entire period.

NEW PATTERNS DAILY

C O M E



GALATEA GAGE

H152—Cartridge pleating gives a military note yet adapts a strictly military style. The flexible droop brim is very new. Crown and facing of Black satin

GARDENIE GAGE

A2007. The shape makes the hat. Clean cut and very striking. The light grey Soleil is slightly shirred by darker grey stitching of Angora wool. Worn with cape and capacious utility bag for Red Cross work, in color to match, and goat have a most attractive set.

Bag is A2031. Cape is A32F2. Genuine squirrel, natural color, with a snap lock ball attachment

G B & CO OUR MARK

Gage Brothers & Co.

Chicago New York Paris

EQUIPMENT & DISPLAY

MOVING WINDOWS FOR DRESS MAKING CAMPAIGN

Demonstration of Actual Cost of Dress Goods Made Into Complete Garment — Successful Co-operation of Three Departments—A Secrecy That Kills Enthusiasm.

THERE are few window dressers who have not been discouraged at times by being made to feel that their trims are regarded as being in direct competition with the advertising man's output, or the displays of the manager of the department that are made on the ledges or on special tables or other show devices nearby. Often it is a question of which is the best medium; of finding proofs from this straw or that, that the advertisement in the paper, or the bills that were distributed from door to door in the town, brought more sales than the displays whose details were often worked out laboriously after hours, or put in when the rest of the staff were wandering about in restful leisure.

Such a method, though some merchants pride themselves on its efficacy, is in reality discouraging to the most conscientious of the workers after results, and should be abandoned for a policy of co-operation between the three departments that are particularly concerned. THE REVIEW has in mind a plan that was worked out successfully in several towns and cities in Canada, and will be tried out again for the Fall. This is described here merely as a sample of what can be worked out by a well understood method of co-operation, in which all departments are united rather than contrasted.

Home Dressmaking Campaign

The particular plan that DRY GOODS REVIEW has in mind was known in one store as a "Home Dressmaking Campaign." The idea was to sell dress fabrics with the aid of special patterns, the paper one, by a demonstration of the actual results as far as the dress or suit was concerned. The ordinary plan, of course, would have been to drape the dress goods so as to bring out effectively the color or the pattern or the texture. In this case uncut drapes were made of the goods and the illustration of the pattern as supplied by the pattern company shown beside the drape.

Window Card With Detailed Costs

The window display went one step further in its eminently practical course, for there was a list on the window card of the cost of all the goods that went into the dress or suit, including the trimmings, with the exact measurements given in each item. That is, the card would be illustrated with a plain cut of a figure or a colored one preferably, if this was available, and then the list, starting off with the number of yards of the dress goods, the trimmings, down even to the spool of thread. The total gave the prospective customer a definite idea of what she was "in for," and, equally important, the exact look of the goods when made up according to a certain pattern.

This method of making use of the window works in with many departments of the store beside the dress fabrics. It suggests the sale of all the accessories in the make-up, and the purchase of the pattern itself in the store. It is as good as an illustrated catalogue, and the victims of the mail order houses need not be told how well this works on the weak loyalty of local residents.

Staff as Living Models

So much for the window display as a factor in the selling campaign. In the department itself on special days, as one merchant described his system to DRY GOODS REVIEW, "We had our sales staff acting as living models, dressed in the styles advertised. The result," he added, "was most satisfactory, and helped the sale of piece goods very much."



STORE INTERIOR.

Showing effective display equipment. Numerous small counter circles are convenient for both customers and salespeo ple, especially in the case of small articles.

This merchant went on to state that this year the pattern people had not been "too generous" with their cuts, but "every time we get them we use this method of advertising to bring business." It will be noted that the newspapers were brought in to co-operate with the windows and the living models in the department.

Better Class Materials

A further suggestion is offered by this merchant. "I might say that while the patterns give details of the quantities required for each garment, the estimates are mostly for wash goods. We go further and have our dress goods man arrange pretty and effective combinations of better materials for the advertisement, always backed up by a window display. In this case we dress the figures as near as possible to the styles of the patterns. We always find that in selling yardage goods to a customer that the sale is made easier by stating the cost of the dress, made up in the materials the patterns show."

Use Figures in Department

In addition to the use of the models in the department to supplement the display and selling value of the window we would suggest that other figures be made up on forms in the department, on top of the counter, perhaps, and treated the same as the figures in the window, using a different pattern by which to drape the figure. Then make up a card about the size of the window one, giving the full details of the lengths and other measurements that will be required to complete the costume, and opposite these the costs to the customer as they work out.

Then the customer will have the whole "process" before her from A to Z. A method like this acts as a powerful suggestion, and the extra sales that will result will surprise those who have never tried this method before.

But to secure the full benefit, it will be necessary to obtain the co-operation of the department buyer, the window dresser, and the man who writes the advertisements.

Why a Policy of Secrecy?

Just one more suggestion, one that is needed in many stores. Do not adopt the policy of secrecy that would keep from the men who are responsible for the success of schemes like these all information as to the results. In some stores that DRY GOODS REVIEW has in mind, the window dresser and the ad. man know on the day after the exact returns from some bright suggestion that they have made, and it is surprising what an incentive this is to the turning out of another "bright suggestion."

Take them a little more into your confidence. They will work with all the greater zest, and will not get the idea either that they are absolutely essential to the success of your business.

E. Martin & Company, men's and women's furnishings, Montreal, Que., has dissolved, L. Martin registered.

Selling Value of Window Displays

Show Windows Index of Store Contents — Poor Displays Counteract Other Advertising and Slovenly Windows Point to Shiftless Management—No Place For "Freak" Combinations.

THERE has been much said upon the subject of show windows and much space in trade journals has been devoted to the subject of impressing upon the modern retail merchant the necessity of keeping his windows clean and full of goods with the prices on them, but there are yet many merchants who do not realize to the fullest extent that it pays to use their windows, just as there are a certain number who do not believe that advertising pays. For the principle nothing can be said, as it is too well established, but for the merchant who hesitates to apply the principle, it can only be said that his front door will seldom be battered by the hammering of fortune.

The show window furnishes the means by which a store looks out upon the world, and just as human features are the truest indication of the mind and soul behind them, so is the window of a mercantile establishment the best index of the character of the organization behind it. A slovenly window points to a shiftless store as certainly as unkempt features reveal an indolent mind. The most energetic sales force on earth would have difficulty in overcoming the handicap placed upon a store by a sloppy display window, and when it is accompanied by only ordinary selling efforts the result is really "trade-suicide." Prospective customers judge a store by the appearance of its windows. If they are inviting, trade will profit thereby, but if they have a repulsive appearance the effect upon the buying public is about as appealing as the "gentle" persuasion of a low-browed bully with a club.

Poor Windows Counteract Other Advertising

An applicant for a position clothes himself in his Sunday best and tries to give a favorable impression to a prospective employer, but many storekeepers expect trade to be attracted by a seedy show window. A display window tells a stronger story than a thousand circular letters, and if poor, is powerful enough to counteract any good impression made by newspaper advertisements. A real estate dealer might put people in a buying mood by means of glowing description. but if the property for sale failed to live up to the expectations aroused by the publicity campaign, all advertising appropriations would be dead loss.

Many storekeepers, however, fill their hand bills, letters, and newspapers, with high-sounding phrases, and continue to allow their loudest talking assistant to go completely to seed. Few persons would believe the statement of a bloated looking man who claimed that he was a teetotaler, and, likewise, few persons believe the ads of a store which backs up extravagant talk with neglected show windows. A man who allows weeds to spring up in his front yard is dubbed an idler by all his neighbors, and a parkway full of rubbish would almost give the lie to a palace. Why, then, do merchants expect a critical public to place a high value upon the character of a store whose "front yard" is only a dumping ground for mildewed stock accumulations?

No Need for "Freaks"

The idea that window dressings which do not enbrace freaks of some sort, are useless for drawing trade, is a most glaring misconception of the principles of window display. Freak shows are all right as freak shows, but they are not great successes as window exhibits, and they cost money out of proportion to their value. There is another common mistake equally prevalent to the foregoing, and that is the practice of leaving the prices off articles displayed. Even if it is some odd article set down in one corner of the window, a price should be put upon it. It may mean the difference between sale and no sale. It is a notable tendency of human nature that constrains one to hesitate to enter a store and ask how much things are and not buy. This may be false pride, but it keeps people out, whatever the cause, and the effect upon the dealer is the same in any event.

Windows Not Looked "At," but "Through"

Another mistake which is common, is the regarding of the glass in windows as something to be looked "at," instead of "through." Too many storekeepers cover their glass with window strips until the folks outside cannot see in, and those inside cannot see out. Windows were first made to let in light, and some merchants use that original fact as an excuse or explanation nowadays of their failure to make them do more. In the present age nothing is more out of place than the way things were "originally" done, and unless the store is still being lighted with candles and heated with a fire-place, then it is inconsistent to restrict the use of windows to merely letting in the light.

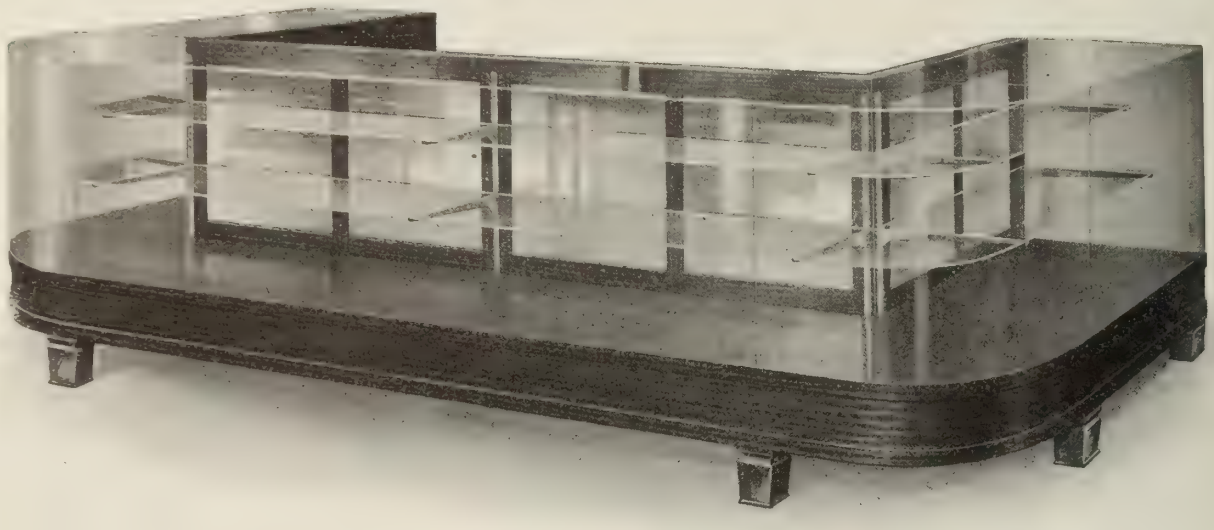
Any Windows Can Draw Trade

Some merchants become discouraged about their windows and neglect them because they are not plate glass. While it is recognized that plate glass is the best, yet it can be done without; and in making the best use of material at hand, it will be found that windows that are big enough to let in light are equally big enough to let in trade. To this end the windows should be kept talking with

(Continued on page 113)

J

Real Display Cases



THE MODERN DRY GOODS STORE

must adopt modern methods.

OBSOLETE SHOW CASES and FIXTURES

mean failure and declining business

REAL DISPLAY CASES AND FIXTURES

mean increased business and reduced cost.

The New Way System of merchandising fixtures is a revolution in methods of business.

Let us explain personally. A post card will bring our representative.

Jones Bros. & Co., Limited

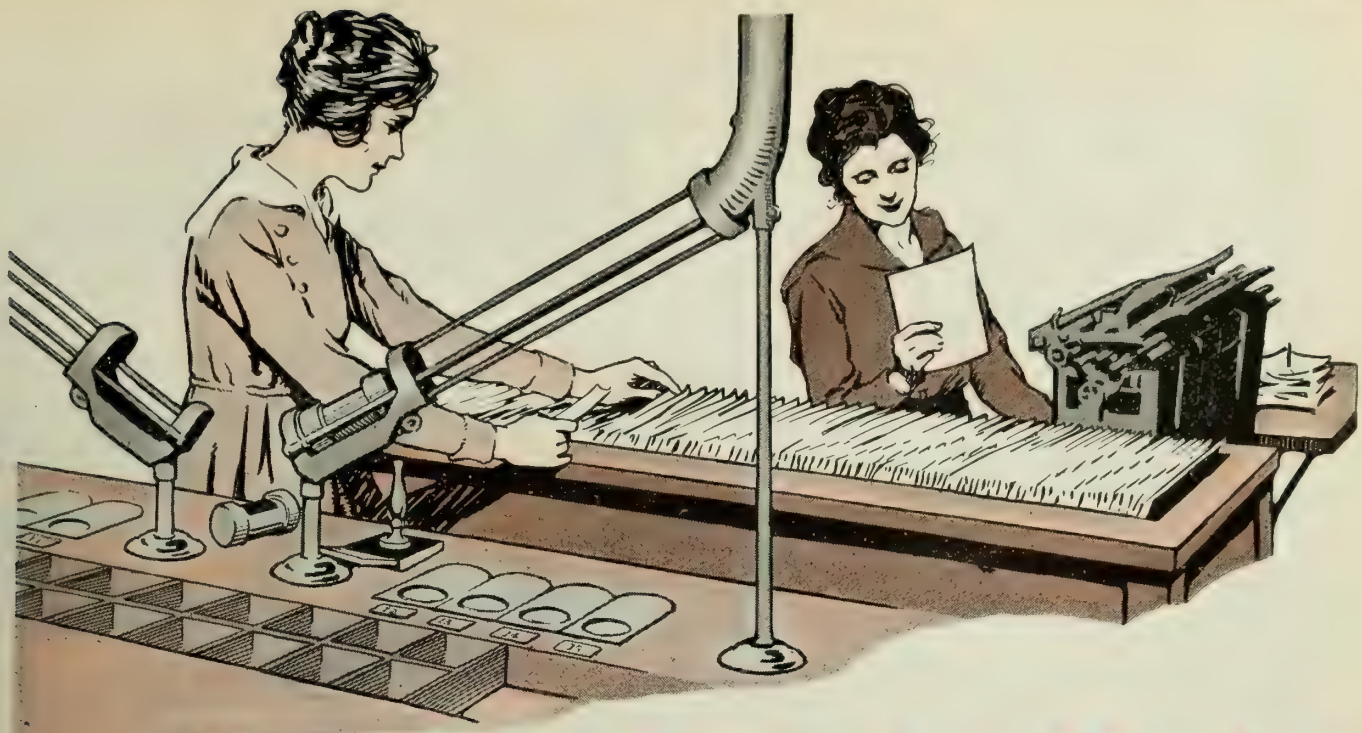
Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.



Keep the Saleslips Moving With Lamson Carriers

YOU know how the original entries on the saleslips guard against mistakes and errors. They give you and your customer an itemized written record of every sale. They give the clerk a complete record of her part in the transaction.

But this is not all. After the sale is made the written record is of great value—so keep the saleslip moving.

If it is a charge, send it to the credit man for authorization. He wants to compare the written record with the ledger itself. It won't take but a jiffy—the slip is stamped O.K. and returned to the clerk or inspector, quicker than the merchandise can be wrapped.

Then send it to the bookkeepers—they will post the figures to the ledger and the customer's statement—and be out of the office at five o'clock sharp, with the books all closed.

Send it to any department—Lamson Carriers will take it where it is needed, almost instantly.

Isn't this the kind of a system you are looking for? A complete store service system, where itemized figures are always on hand to help plan your business ahead—a system of quick service and accuracy which will please your customers, and give you a perfect control over your business.

And Lamson Carriers will give you this service—will make your store service complete. Ask our nearest representative—he will be glad to give you full details.

LAMSON SERVICE

THE LAMSON COMPANY

MONTREAL, P.Q **TORONTO, ONTARIO** **VANCOUVER, B.C.**

General Offices, BOSTON, MASS., U.S.A.

Designers and builders of automatic conveying systems for saving labor in handling cash, papers and products in stores, offices, and industrial plants

Boston.....100 Boylston St.	Chicago.....6 N. Michigan Avenue	Seattle.....215 Stewart Street
New York.....15 West 44th Street	Minneapolis.....221 Tribune Annex	Atlanta.....30 Moore Building
Philadelphia.....1200 Walnut Street	Omaha.....Brandeis Bldg., Room 675	Detroit.....97 Woodward Avenue
Pittsburg.....319 Third Avenue	Denver.....1622 Arapahoe Street	Cleveland.....2063 East 4th Street
Baltimore.....10 E. Fayette Street	Los Angeles.....627 So. Broadway	San Francisco.....617 Mission Street
Rochester.....174 Clinton Street	St. Louis.....709 Pine Street	Montreal, P.Q.....224 St. James Street
Cincinnati.....119 East 5th Street	New Orleans.....124 St. Charles St.	Toronto.....136 Simcoe Street
Indianapolis..Illinois & Wash'ton St.	Dallas.....9½ Elm Street	Vancouver, B.C..51 Empire Building

Display your Fall Models over Forms like these

MAKE the most of your Fall Opening Displays. Show those new Coat and Suit Models to the best advantage over Clatworthy life-like forms. Being correctly proportioned they give the garment that actually-being-worn appearance that creates sales. Act quickly and be sure of a good display at your Fall Opening.

When you are in Toronto for the Canadian National Exhibition drop in and have a chat. You'll find us just a few doors west of the Iroquois Hotel on King Street.

Our new catalogue of DUR-ENAM Display Forms is just off the press. Write for your copy to-day.

Clatworthy & Son, Ltd.

"The Largest Makers of Wax Figure Forms and Fixtures in Canada"

TORONTO, - ONTARIO



No. 1581 No. 1566

37 Years Making Display Fixtures

ONKEN YOUNITS THE INTERCHANGEABLE WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

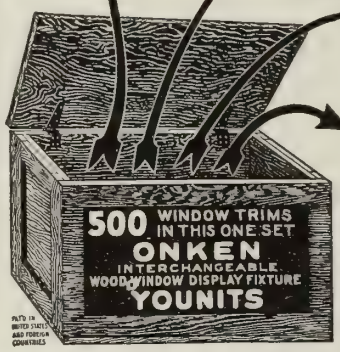
NO MATTER WHAT BUSINESS YOU ARE IN

We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

New Construction, No Screws Screwing into Wood.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Which Catalog Do You Want?

Here are some of the different Show Window Sets we make.

Set for Dry Goods . . Windows
Set for General Store Windows
Set for Furnishing . . Windows
Set for Clothing . . . . Windows
Set for Shoe . . . . . Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

Make Your Store More Attractive

Our artificial flowers, and natural plants preserved, will greatly heighten the effect of all your displays.



We being the only Canadian house manufacturing these goods can serve you best in service, prices and satisfaction.

May we not send you samples and illustrations so that you may see the splendid quality of our goods.

L. J. A. DEROME, LIMITED

36 West Notre Dame Street - MONTREAL

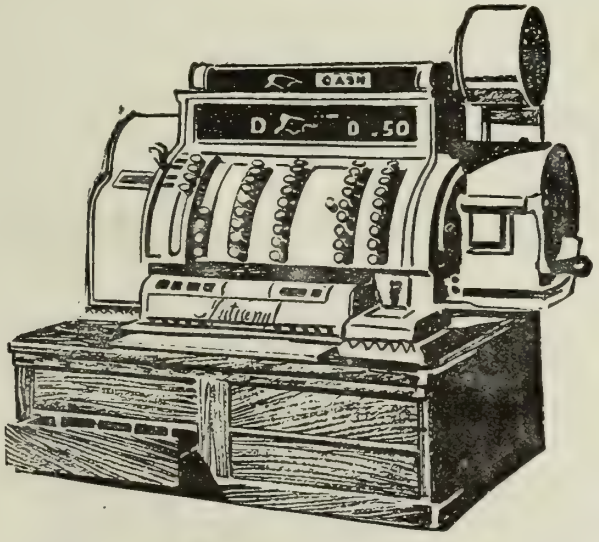
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they did not know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of $40,000 should net at least $4,000.00 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and insures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

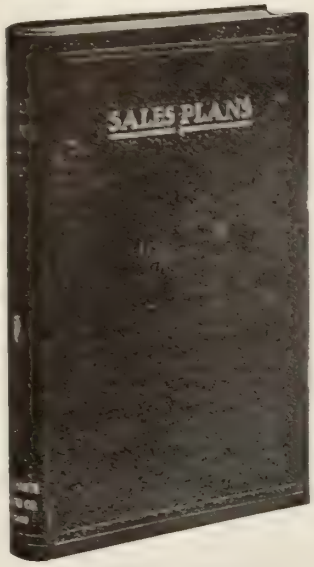
Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO. OF CANADA, LIMITED

350 CHRISTIE STREET TORONTO, ONTARIO

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.60 Post Paid

Sent postpaid only on receipt of price.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-153 UNIVERSITY AVENUE :: TORONTO

When You're in Toronto

Take advantage of your trip to the Canadian National Exhibition to visit our new warerooms on King Street East (opposite St. James Cathedral). These new premises are very convenient to down-town points and you need lose very little time from your pleasures.

An inspection of our stock of life-like wax figures, display forms, etc., will certainly prove interesting as showing the great advances made in recent years. It may also be the means of inspiring you to greater successes in your own displays when you get back home.

Come at any time, you will be heartily welcomed.



THE DALE WAX FIGURE CO., LTD.
Canada's Leading Display Fixture House
TORONTO
Montreal Showrooms: 144 Bleury Street

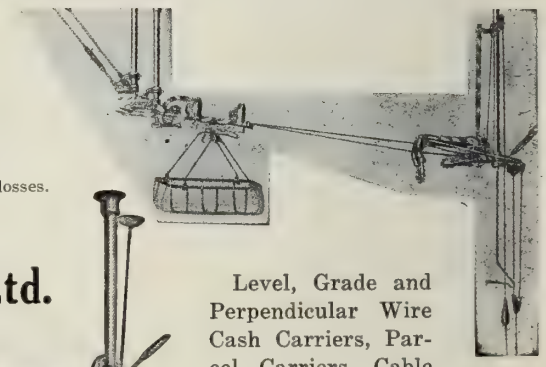
Gipe-Hazard Service—

YOU MONEY IS YOUR OWN

You may lose it, or you may save it, and use it to make more money, and we want to tell you plainly that in the three hundred working days of every year you can make lots of money by saving it—saving the change that is given out, made wrong by your salesmen—perhaps every day.

We've thought much about this matter—as much as anybody—and by our long experience and exceptional opportunities are able to advise you how to prevent these losses.

A post card will bring our four-page circular to you.





Gipe-Hazard Store Service Co., Ltd.
97 ONTARIO STREET, TORONTO, CANADA

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes.



Write for samples of

S. P. B. Bags and Open End Catalogue Envelopes

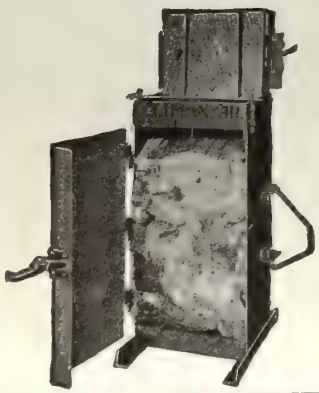
We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags

247-255 Carlaw Ave,

WASTE PAPER PRICES



were never as high. Paper mills are simply up against it for raw materials. An

ALL STEEL CLIMAX FIREPROOF

BALING PRESS

will earn money for you every day.

Made in 12 sizes.

CLIMAX BALER CO.
HAMILTON, CANADA

EQUIPMENT DIRECTORY

Consult this Directory when considering the purchase of new equipment. It contains a good representative list of manufacturers.

ARTIFICIAL FLOWERS
Clatworthy & Son, Toronto
Dale Wax Figure Co., Toronto
L. J. A. Derome, Ltd., Montreal

ARTIFICIAL PALMS
Delfosse & Co., Montreal
L. J. A. Derome, Ltd., Montreal
Robt. C. Parsons, Toronto

BRASS RAILINGS
Clatworthy & Son, Toronto

BUST FORMS
Delfosse & Co., Montreal

CASH CARRIERS
Gipe-Hazard Store Service Co., Toronto
Lamson Company, Boston, Mass.

CASH REGISTERS
National Cash Register Co., Toronto

CHARACTER WAX HEADS
Clatworthy & Son, Toronto

CHILDREN'S FORMS
A. S. Richardson Co., Toronto

CHILDREN'S WEAR CABINETS
Jones Bros. & Co., Toronto.

CLOTHING HANGERS
Dale Wax Figure Co., Toronto
A. S. Richardson Co., Toronto

CLOTHING WARDROBES
Jones Bros. & Co., Toronto

CLOTHING RACKS
A. S. Richardson Co., Toronto

CLOTH MEASURING CHARTS
A. S. Richardson Co., Toronto

COAT HANGERS
Clatworthy & Son, Toronto

COAT FORMS, MEN'S
A. S. Richardson Co., Toronto

COLLAR STANDS
Clatworthy & Son, Toronto

CONVEYING SYSTEMS
Lamson Company, Boston, Mass.

COSTUME CASES
Jones Bros. & Co., Toronto

CREDIT REGISTERS
National Cash Register Co., Toronto

DELIVERY ROOM SYSTEMS
Lamson Company, Boston, Mass.

DISPLAY FIXTURES
Clatworthy & Son, Toronto
Dale Wax Figure Co., Toronto
Delfosse & Co., Montreal
Jones Bros. & Co., Toronto
Oscar Onken Co., Cincinnati, Ohio
A. S. Richardson Co., Toronto
Walker Bin & Store Fixture Co., Kitchener.
Taylor Mfg. Co., Hamilton
Toronto Brass Mfg. Co., Toronto

DISPLAY FORMS
Clatworthy & Son, Toronto
Dale Wax Figure Co., Toronto
Delfosse & Co., Montreal
A. S. Richardson Co., Toronto

DRESS DISPLAY FORMS, WITH LEGS
A. S. Richardson Co., Toronto

DRY GOODS FIXTURES
Jones Bros. & Co., Toronto

"DUR-ENAM" WASHABLE DISPLAY FORMS
Clatworthy & Son, Toronto

ELECTRIC CABLE SYSTEMS
Lamson Company, Boston, Mass.

ENAMELLED FORMS
A. S. Richardson Co., Toronto

FLORAL DECORATIONS
Clatworthy & Son, Toronto
Delfosse & Co., Montreal
Robt. C. Parsons, Toronto

FUR STANDS, WITH CAPERINE
A. S. Richardson Co., Toronto

FULL FIGURE FORMS, BOYS'
A. S. Richardson Co., Toronto

FULL FIGURE FORMS, MEN'S
A. S. Richardson Co., Toronto

GARMENT RACKS
Dale Wax Figure Co., Toronto

GIRLS' FORMS
Clatworthy & Son, Toronto
A. S. Richardson Co., Toronto

GLOVE CABINETS
Jones Bros. & Co., Toronto

HAT STANDS
Clatworthy & Son, Toronto

HAT CASES
Jones Bros. & Co., Toronto

HOSIERY CABINETS
Jones Bros. & Co., Toronto

HOSIERY DISPLAY FORMS
A. S. Richardson Co., Toronto

LACE CABINETS
Jones Bros. & Co., Toronto

LADIES' WEAR WARDROBES
Jones Bros. & Co., Toronto

LIGHT ELEVATORS
Lamson Company, Boston, Mass.

LOCKERS
Can. Wire & Iron Goods Co., Hamilton

MANUFACTURERS' FORMS
Clatworthy & Son, Toronto
Dale Wax Figure Co., Toronto
A. S. Richardson Co., Toronto

METAL DISPLAY FIXTURES
Clatworthy & Son, Toronto

MILLINERY CABINETS
Jones Bros. & Co., Toronto

MILLINERY TABLES
Jones Bros. & Co., Toronto

MIRRORS
Delfosse & Co., Montreal
Jones Bros. & Co., Toronto

NECKWEAR CASES
Jones Bros. & Co., Toronto

PARCEL CARRIERS
Gipe-Hazard Store Service Co., Toronto
Lamson Company, Boston, Mass.

PNEUMATIC TUBE SYSTEMS
Lamson Company, Boston, Mass.

REVOLVING CLOAK RACKS
Clatworthy & Son, Toronto

REVOLVING MOTORS FOR WINDOW DISPLAY
A. S. Richardson Co., Toronto

REVOLVING WARDROBES
Jones Bros. & Co., Toronto

RIBBON CASES
Jones Bros. & Co., Toronto

SHIRT CASES
Jones Bros. & Co., Toronto

SHOE FIXTURES
Delfosse & Co., Montreal

SHOW CASES
Delfosse & Co., Montreal
Jones Bros. & Co., Toronto
Walker Bin & Store Fixture Co., Kitchener.

SKIRT FORMS, PADDED
A. S. Richardson Co., Toronto

SKIRT FORMS, WITH LEGS
A. S. Richardson Co., Toronto.

SKIRT HANGERS
Clatworthy & Son, Toronto

SPIRAL CHUTES
Lamson Company, Boston, Mass.

STORE DECORATIONS
Delfosse & Co., Montreal
L. J. A. Derome, Ltd., Montreal
Robt. C. Parsons, Toronto

STORE EQUIPMENT
Jones Bros & Co., Toronto
Walker Bin & Store Fixture Co., Kitchener.

STORE FRONTS
H. J. St. Clair Co., Toronto
Taylor Mfg. Co., Hamilton

TEE STANDS
Clatworthy & Son, Toronto

TRAVELLERS' FORMS
A. S. Richardson Co., Toronto

TRAVELLERS' SQUARE CASES
A. S. Richardson Co., Toronto

TRIPLICATE MIRRORS
Clatworthy & Son, Toronto

WAIST FORMS
Clatworthy & Son, Toronto

WAIST FORMS, ENAMELLED
A. S. Richardson Co., Toronto

WAIST HANGERS
Clatworthy & Son, Toronto

WASHABLE ENAMEL FORMS
Clatworthy & Son, Toronto

WASTE PAPER BALERS
Climax Baler Co., Hamilton, Ont.

WAX FIGURES
Clatworthy & Son, Toronto
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal
A. S. Richardson Co., Toronto

WAX FIGURES, MEN'S
A. S. Richardson Co., Toronto

WINDOW VALANCES
Delfosse & Co., Montreal

WOODEN GLOVE HANDS
A. S. Richardson Co., Toronto

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness —it compels people to think of you.

Say You Saw It
in
Dry Goods Review

DRESS ACCESSORIES

GLOVE CONDITIONS STILL SERIOUS

Very Few Consignments of Gloves From Europe Can be Expected—But Spring Placing in Fabrics, Silks and Fine Kids is Beginning, and Fall Sorting is on Now.

IN the glove business there are no signs of improving conditions as to supply of leather gloves. Fabrics are more hopeful, and silks can be counted upon, but the fine leather gloves formerly so much to the fore are more than ever in the background. The effects of the shortage of skins suitable for gloves, and the commandeering of skins by the British Government are being felt very seriously now. Stocks that have held out wonderfully begin to show depletion. Prices have more and more the advancing tendency.

Leather Substitutes

While the manufacture of leather substitutes suitable for making gloves would be advisable under the circumstances since the war will probably last a considerable time yet, still manufacturers in England are not doing very much in the way of bringing out substitutes at present. The shortage of labor there, and the shortages also of materials for making some of the fairly successful leather substitutes formerly tried out, have retarding effects on this end of the business. There was a very perfect leather substitute made before the war by German manufacturers, and used for making men's gloves, but so far English manufacturers have not produced anything in this line, and it is said that they are not likely to attempt much in this way until later, because it is taxing their resources to the utmost to meet present demand for the sorts of gloves they are able to produce fairly rapidly and in fair quantities.

Spring Placing Begins

It is reported that spring placing of orders for silks, fine kids and fabric gloves has already begun to a certain extent in the Dominion. Travellers of some of the principal firms are out, and from the early birds in the glove-buying field orders are coming along. Fall sorting business is also much more decided now than at time of last writing. Some of those dealers who held off from glove buying at present very high prices until it was absolutely unavoidable for them to make purchases, have been placing their orders fully convinced that the glove market is firm for a good while.

Fur Lined and Woolen Gloves

Amongst the Fall sorting business noted are orders for woollen gloves. These are also firmer priced than formerly because wool and the yarns from which these are made are higher priced by a considerable percentage. Demand for the woollen gloves is not particularly strong, however.

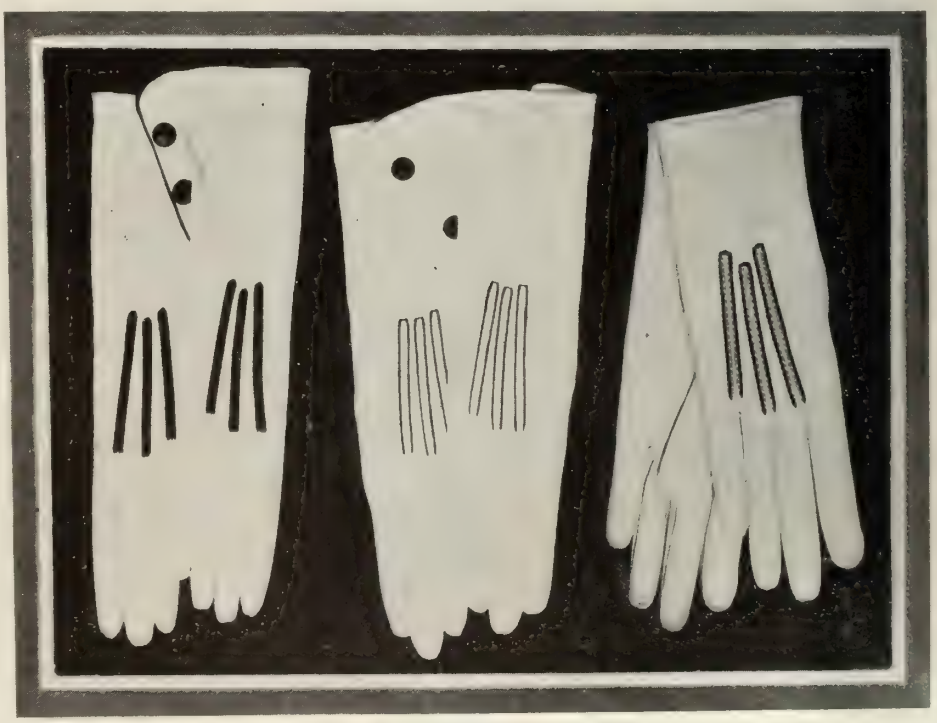
Prices of high class fur-lined gloves are simply surprising. Samples of English made fur-lined gloves, lined with squirrel, Himalayah wool and other fine furs have been offered for the Canadian market, but at prices which practically preclude any considerable business. They would retail at the very least at $7.50 per pair. Made-in-Canada for the present Fall trade are cheaper lines of fur-lined gloves, but the offering of these is not extensive.

Silks in Good Demand

Demand is reported very good for all lines of silk gloves this season, and there is, of course, more demand than supply as regards many of the fine kids and other soft leather gloves. Efforts of the manufacturers to meet the need are continual, but the conditions are heavily against increased supply. Very few consignments of gloves indeed are coming into Canada just now according to reports of importers, but buyers for the large stores are reasonably well covered they say.

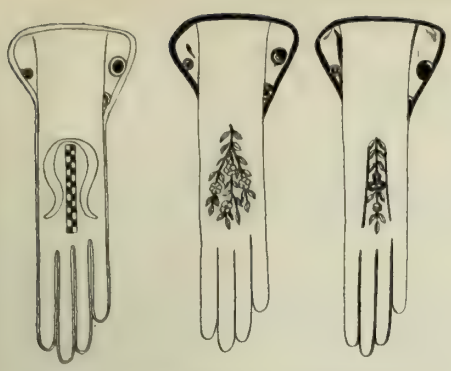
Gloves Made in Canada

One effect of the present difficulty due to the war will be the improvement in



FALL LEADERS IN GLOVES.

Left: Imported kid gloves, white pique sewn, black points, binding and fasteners. Centre: Chamoisette, Canadian-made, black, grey, mastic, natural and white shades. Right: Cape, made in Canada, in tans, white, grey and putty with "Brighton" points. From Perrin Freres et Cie., Montreal.



SOMETHING NEW IN GLOVES

These are new kid gloves which will be worn by some of New York's fair ladies when they go to patriotic teas this Fall.

every way of the glove industry in Canada. Already the principal manufacturers having plants established in the Dominion are doing big things. For instance the manufacture of cape gloves has been carried to a high degree of perfection in Canada during the war-years so far, and the lines of these now being put out compare favorably with anything made in Europe or elsewhere.

Silk Gloves From the Raw

Silk gloves are now being made in Canada from the raw silk to the finished glove, and this industry is being developed to greater and greater perfection. The demand for silk gloves is a growing one, and Canada will be less and less dependent on imported supplies of these as time goes on. Importation of raw silk from the Orient while hampered to some extent by the diverting of ships for war purposes, has not been interfered with to the same extent as importations from other parts of the world so that this growing Canadian industry of the most skilled type has had some chances of development. Shortage of skilled labor has of course been unavoidable, but time helps to overcome this, and Canadian made silk gloves may yet reach much greater commercial importance.

Fabric Gloves Also

Canadian enterprise is concerned also and with equal success in the manufacture of other fabric gloves, and in chamoisettes for instance good work is being done. Glove-making in the United States has been developing fast also but owing to the conditions of tariff the importation of gloves from America into Canada is not profitable on any very large scale, and the Canadian industry accordingly develops protected from the competition of the great neighboring Republic.

VARIETY IN FALL NECKWEAR

Flat and Roll Collars and Jabot Stocks Allow Scope for Many New Ideas—White Goods Lead—Organdie, Net, Satin and Georgette Favorite Materials.

THE indications at present are that the new season's fashionable neckwear will involve all the ideas procurable for large and medium, flat collars, roll effects and high jabot stocks. In those few classes there is room for a great variety of novelties, both extreme and demure, and already the models offered hold many interests. Practically all the new neckwear is white, if one includes in that ivory laces and nets, and if one does not object strongly to just a little dainty color in fancy stitching, buttons, beads, braiding or embroidery. The materials used are not novel, but are concocted into all that can be desired for neckwear. Just now organdie and net are enjoying quite a run both in retailing and in advance Fall models. They are found in many of the really exclusive offerings, fair rivals for the still delightful Georgette. Both organdie and net are shown in flat and roll effects, and sets bordered with three or four tiny picoted frills and thin net has a very big call for the jabot stocks. Some hand embroidered nets are very fine. Models of the plain net bordered with fine Oriental, Venise or filet lace are selling in great numbers.

Satin Strong in New York

White satin is in marked favor in New York, both now and for Fall. It is made up in many styles similar to those of net and organdie, and are especially good for the early Fall tailored garments. Satin neckwear may be plain or smartly braided, trimmed with tinted organdie frills, fancy stitching or lace, in all of which it is saleable. A model with round back and deep in front is featured by a Toronto firm. One outstanding feature of the flat collars for Fall is that the big majority where made with V-necks have deep fronts, with the lapels cut in deeper points either side of the fastening. Some square necks are shown, but the cowl, monk or fence collar seems to have disappeared except in some very extreme developments where it is wide and draped like a shawl from shoulders to throat. One New York model of this cut is buttoned up the front between the drapes, and has a short jabot as well.

Wide Shoulder Collars Remain

Very wide epaulet collars of Georgette and other dainty materials are warmly greeted by the Canadian trade again. One new Fall model has a border of 2-inch very fine Venise lace, and another has large mesh ivory filet, and some very tiny pearl buttons. Both of these are extremely dressy. The sailor collar still holds good. One new idea seen in another Toronto factory is a combination of prints and sailor style. It is not so wide as the epaulet collar, but a curve upward at the back leaves graceful points, which may be worn by the short stout figure with much better effect than collars having the wide straight back and points over the shoulders. Various vests and vestees are offered, but the Canadian trade does not expect them to be a leading item. Some numbers will be sold, of course.

One of the advance New York Fall models shows a deep jabot of lace attached to a high turn-down collar of

(Continued on page 113)



TWO ORGANDIE ATTRACTIONS.

Pleated filet lace on the organdie set and the high roll of the collar are accepted features for early Fall. Ivory lace and the new back curve characterize the model at the right. Made by Flett, Lowndes & Co., Ltd.

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The only spring fastener made in Canada, and is the superior of any others on the market.

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THE GLOVE SHORTAGE

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FALL BUSINESS

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For 1918

PLACE YOUR ORDER WITH OUR TRAVELLER

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MONTREAL

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Veils, Mourning Veils, Baby Veils, Motor Veils, Spanish Laces, Wool and Fancy Scarves.

LACES

Pure Linen, Metal, Cotton, Silk, Shadow, Chantilly, Metal Embroidered Black Chantilly Laces, Oriental, Black, Guipures, Maltese, Vals., Yack, Beadings, Torchons, etc.

NETS

Silk, Black and Colors. Cotton, Plain and Fancy.

ALLOVER

Single and Double Widths, Shadows and Heavy Patterns.

CREPES

Georgettes, Ninons, Crepe de Chine, Chiffons. All Genuine French Material, Old Dyes.

WINDERMERE HAIR NETS

Human Hair and Invisible Silk. We have exclusive agency for this brand.

Real Hand-Made Maltese Collars and Handkerchiefs. Silk and Linen for Xmas Trade.

You get the benefit of goods bought at old prices. Make a point to call at Fair time.

See Our Salesmen. Wire, Phone or Write.

Canada Veiling Co., Limited

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LION BRAND YARNS

Are the highest grade Yarns made. Full 16 ounces to the pound. We know, because we manufacture them.

CALHOUN, ROBBINS & CO.

NEW YORK CITY, N.Y.

Importers, Manufacturers and Converters, Notions and Fancy Dry Goods.

LOOKING AHEAD

These are war times, and our preparations for the Fall season have cost us extra efforts, trouble and expense.

Our seventy-seven years of experience, however, has enabled us to overcome existing conditions, placing us in a position to supply the best merchandise at the most reasonable prices. Thousands of merchants can testify to their success in business, through purchasing from

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where they always found the most desirable goods when wanted and as wanted.

Upon your visit to New York, do not fail to call and inspect our various Departments, where you will find many new novelties.

Your visit will be appreciated and you will be repaid.

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LACES, TRIMMINGS, RIBBONS, SILKS, VELVETS, PLAIN AND FANCY WHITE GOODS, BUTTONS, JEWELRY, COMBS, LEATHER GOODS, BAGS AND BELTS, TOILET ARTICLES, DRAPERIES, ART EMBROIDERY MATERIALS, LADIES' NECKWEAR, MUSLIN UNDERWEAR, AND INFANTS' WEAR, FANCY GOODS AND NOTIONS, VEILINGS, STICKERIE BRAIDS AND CRETONNE DRAPERIES.

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Excellent Color Combinations

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When in Toronto for the Canadian National Exhibition kindly make it a point to visit us. We are very handy to the Union Station so it will not be out of your way and we will be very pleased to have you call.

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THAT'S right—every day you work **our plan**, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

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Does this interest you, if so write us TO-DAY and we will tell you all about it.

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New Finnie Creations for Fall



New Fichu in Georgette Crepe Hemstitched

New Finnie Creation for Fall

The Finnie Line for Fall is replete with novel designs in all accepted materials. You will find that Finnie Neckwear supplies everything demanded by Fashion—in materials—in patterns and designs—and in quality.

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Georgette, Organdy, Poplin, Duchess Satin, Crepe de Chine, Georgette Crepe and Corduroy Velvets.

Finnie Neckwear will give an added distinction to your stock, and will attract to your store the most particular women in your locality.

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And we can supply your immediate or future requirements for these goods at most advantageous prices.

Any time that you happen to be visiting Toronto we would like to have you call in and see us. Our spacious showrooms on the third floor of the Empire Building are very convenient to the Union Station—just a block north on York St., and half a block east on Wellington.

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There is position open on our staff for a young man who knows the Dry-goods business and who has had good experience in making lay-outs and writing advertisements for local newspapers. Ability in planning campaigns for advertisers is an essential. It is one of the most important duties. Apply by letter, reviewing your previous work, etc., to

DRY GOODS REVIEW

143-153 University Avenue, -:- Toronto

FUR DEPARTMENT

FALL FUR CAPES FASHIONABLE

Trimmings of Various Furs to Appear on Coats of Hudson's Seal and Persian Lamb—Musk-rat for Motoring—Some Beaver—Spool-shaped Muffs May Have Vogue.

CAPES are going to have considerable vogue in the fur business this Fall, according to indications at present. The long-haired furs will probably be in the lead in the manufacture of capes, and the originality of the designers is having full scope with them. Fox, lynx, and wolf are in the running as favorites. In most cases the tendency to rich fashionable colors is found. Cross fox had a considerable vogue during the Summer, though not as large as had been expected, but a renewed demand is anticipated for the Fall, and this line seems bound to have abundant sales.

Kolinsky May Have Vogue

While the demand for Kolinsky in the United States is reported to be on the wane, it is anticipated that this fur will have a fair share of favor in Canada this Fall. It is an attractive fur, though amongst the costlier ones, and its vogue across the border has influenced taste to some extent in Canada, so that a number of these furs are likely to be sold. Russian Fitch for trimmings is another fur likely to have vogue, and may be found also in muffs and capes, though not to the large extent certain for such furs as mink.

Mink to be Strong

Mink is showing every indication of being in great favor for capes, muffs, and stoles this Fall and Winter. In spite of the advance in price in this fur, its popularity is practically assured, in the opinion of leading fur men, and a great number of mink sets will no doubt be disposed of.

Ermine May Come Back

After a period of almost oblivion as an article of general fashionable wear, ermine shows distinct tendencies towards a revival. This handsome fur of palaces and courts cannot, of course, be expected to have anything like the vogue which is coming to the foxes and the minks and darker furs, but there will be ermine trimmings here and there, and some capes, stoles and muffs may be found in ermine.

Opossum in Varicus Shades

Gray opossum will be found in trimmings for Hudson's seal and Persian lamb coats this Fall, and opossum furs will have quite considerable vogue as capes, stoles, and muffs, the natural color dyed in the various fashionable shade of which the more notable this season will be taupe and "poiree." Poiree, it is interesting to note, is the name for what is called in the fabric market "nigger brown." The color is rather richer than the average nigger brown in fabrics and velour with all the play of lights and shadows which comes with color of any kind upon fur. There is bound to be a good vogue for poiree furs. "Cinnamon" is another new brown for furs, and "Victoria" is a little darker than cinnamon. Battleship grey is also very good.

Coats Conservative

There is a conservative note in the designing of coats this Fall. No very striking changes will be found in style as compared with last year's fashions. Hudson's seal is still the leader in the furs used, but there will be some interesting coats in Persian lamb, and Persian lamb is a costly fur on account of its scarcity, due to Russian troubles and the effects of war upon the famous market at Nishni Novgorod, where these furs are in the first case offered for sale. In coat styles Persian lamb will not be entirely unrelieved by trimmings. Trimmings for fur coats this Fall are going to be largely in Alaska sable, natural lynx, grey opossum, and mink.

The deep cape-collar, which in its most pronounced form is the "chin-chin," will feature in many coats. This is such a comfortable fashion for Wintry weather that it has a great chance of coming into lasting vogue. Indeed, designers' skill during the present period appears to be devoted very much towards adding to the comfort of the garments created, and as a natural result much is also added to their beauty along chaste and dignified lines.

Cuffs and Skirt Trimmings

Coats are to be from 40 to 45 inches in length, and will have cuffs of various depths in the various trimming furs to be used. There will also be trimmings on the bottoms of the skirts, in some cases fairly deep. In general style, coats will adhere to the main lines of last year's designs. They will be easy fitting, in some cases shaped a little to form, but in many cases not form-fitting. The barrel-shaped coat will be found only sparingly. More straight line coats are likely to find favor.

Long Fur Coats Passing

One Toronto authority voiced the opinion of more than one furrier when he said that the long Hudson seal coat reached the height of its success last year, and that this year it will wane a little. "There will be no medium grade class this year," he said. "There will only be the extremely high-class lines and cheap imitations. Those who would ordinarily buy a medium line will buy a good cloth coat, because there is so little difference to the casual observer between the medium and cheap Hudson seal coats. Of course, anyone can recognize the best grade, especially when it is of an extreme cut."

Another reason which he gives for a slowing down of the fur coat vogue is that the real cold snaps, especially in the Eastern part of the Dominion, are of short duration, and the balance of our Winters comparatively mild, so that people are quite well protected by the nicely made cloth coats and perhaps an extra fur piece or fur collar on the coat.

Muskrat for Motoring

Since the coon coat is considered far too bulky for women's wear, even in motoring in Wintry weather, the muskrat coat is likely to have favor. This in the special blend as it is called, a mink shade, which has a very rich and pleasant appearance, will be widely used, according to the view of manufacturers. The coat is a convenient one, not, of course, in the class with Hudson's seal as a dressy fur coat, but a most becoming fur garment for its purpose. There will be a certain demand for beaver coats, but mostly for men's wear this year. Beaver as a fur, though possessed of very perfect wearing qualities, and a most useful fur for all-round purposes, is not holding any outstanding place in popular favor, the long-haired furs going stronger as a rule. But some very neat beaver sets, neck-pieces, capes and muffs will be found this Fall, and their

purchasers will find all the usual excellences pertaining to this very Canadian fur.

Spool-Shaped Muffs

Mostly barrel or melon-shaped, according to the dictates of Dame Fashion this Fall, muffs will still show some variations from the general vogue, and one of these will be the spool-shaped muff. This style will look not unlike the "diabolo," formerly all the rage as an outdoor game, or like the more familiar thread spool, but not so flat in the middle. It is unlikely that there will be any tremendous vogue for these spool-shaped muffs, but much depends on the doings of fashion and the ways of womankind. They may even forge their way to front line position, though this is not anticipated.

DISPUTE IN FUR INDUSTRY

Montreal Employers Compelled to Declare a Lock-Out Owing to Attitude of Certain Employees Contrary to Agreement

UNFORTUNATELY there has been a resumption of the difficulty between employeers and employees in the fur industry of Montreal. As will be remembered, there was a crisis in 1916. This was settled on the 23rd September without recourse to a strike. The employers, members of the Fur Trade Association, agreed to certain conditions presented to them in an ultimatum by the employees, whose organization is the International Fur Workers' Union. An agreement was drawn up and mutually signed, by the terms of which a certain latitude was permitted to the employers to use non-union labor at need, and by which the employees agreed to give 60 days' notice of their desire to terminate the agreement should they wish to raise any new point in question regarding hours wages, etc. Certain requests regarding wages which came up at that time were duly met by the employers to the satisfaction of the employees, and the employers were abiding by the terms of the agreement in letter and in spirit. In fact matters were going quite smoothly in the fur factories as a whole, and good relations seemed to exist between the parties up till early in July this year, when objection was taken to the employment by one firm of one or two non-union operatives. This, according to the employers, constituted a breach of contract on the part of the employees, and protest was made. It was pointed out to the representatives of the Union that the agreement was being adhered to by the employers, but neglected by the employees, who were raising objections without having given the sixty days' notice agreed on.

Open vs. Closed Shops

When this was pointed out, however, the employees making the difficulty could not see the agreement in the light in which it was understood by the employers, and did not hold themselves bound by the signatures of their Union representatives. An *impasse* has resulted, and the outcome of it is that the employers decided to declare a lock-out until such time as the employees are prepared to accept their terms, which are now definitely against the idea of the closed shop. The dispute has elements of stubbornness in it as all disputes involving the open as against the closed shop idea must inevitably have, but there are hopes that a settlement may be arrived at before very long. This is a fairly busy time in the fur trade, but as yet not quite the busiest period.

The Lock-out was to have been declared on Saturday 28th July, but on Friday the employers made announcement that the employees could if they so desired, return to work on Monday July 30 on the usual terms, with the single proviso that the employers would not in future recognize the Union.

TRADE NOTES

Weyburn, Sask.—H. Best, formerly of McKinnons' Limited, has resigned his position as manager of the ready-to-wear department of Sherwood's, Regina, Sask., and has gone east.

Hamilton, Ont.—Employees of Coppley, Noyes & Randall, Ltd., held their annual picnic at Wabasso Park recently. Abraham Rodgers was secretary of the Picnic Committee with Mr. Cohen, treasurer.



HANDSOME CAPE SCARF

Here we have just the smartest touches to be found anywhere in Fall furs. Hudson seal and tailless ermine are for the elite this season.

WALLPAPERS FOR SEASON OF 1918

While the High Class Taste Will Have Chintzes, Tapestries, and Shadow-cloth Effects—Stripes Will go Strong in Popular Priced Papers—All-over Patterns Not so Strong

WALLPAPERS for 1918 are strong on stripes. In all the more popular showings striped effects are likely to predominate. There are some bold striped effects amongst the 1918 styles, and many lighter stripes. Silvery stripes varied with blue and pink tinted stripes are being used in popular priced wall papers. In association with the stripes there will be found floral motifs, in some cases very tiny. Roses are still, as ever, the most popular decorative flower, and will be found developed in all the usual colors from the natural pinks and reds to the conventional blues, greens, and browns. Sprays of roses with leaves appear between stripes, and in some cases are worked into the broader stripes themselves.

Black Stripes

There are some black stripes on cream or white ground. These are shown in both broad and narrow stripe. It is admitted that no very great demand exists for black and white effects now, but there was for a short period a fashion, or fad, for these and a few will probably be sold here and there throughout Canada still.

In some of the newest floral friezes, however, traces of the black and white stripe idea are found very effectively. The stripes come in above the main floral work of the frieze contrasting sharply with the colors of the flowers. The main paper of the room using such friezes would be a simple stripe effect, broad light toned brown bands or stripes varied with equal width white stripes. In the trimmer for this scheme of striped paper and frieze the black stripes will also appear just visibly and no more, at the lower edge below the flowers of the trimmer.

An interesting point about the use of black and white in wall papers is that the taste for the pronounced black and white effects first seen, developed from Movie Picture scenic effects. Because of their photographic qualities probably bold black and white decorations were used in many movie scenes, and the public "took hold."

Florals for Bedrooms

While what are known as "all-over" patterns are not exactly in the lead at present, and are in fact away behind stripes in popularity, there are still some showings of these, and they will be used to a certain extent. Floral designs will be used mostly in bedrooms. Foliage and conventional wall-papers will be found chosen mostly for living rooms, halls, and dining rooms. The exclusive taste in Canada is going in for chintz papers for bedrooms and imported tapestry effects in imitation shadow-cloth style with a white over-print in some cases. For the most exclusive taste very high-priced papers, reproductions of famous tapestries in France, are being shown. Metallic effects, old silver, and blue are found amongst the high-priced papers, but silvery metallic effects and gold effects are being shown also quite considerably in the medium-priced papers.

In some of the handsome tapestry effects heavily massed trees with glimpses of scenery showing shadowy houses, and the suggestion of rivers and mountains may be found. Large ferns in a broad bold all-over pattern appear in other showings, printed on a ground representing woven material, and carried out in dark blue, brown, and metallic relieving touches.

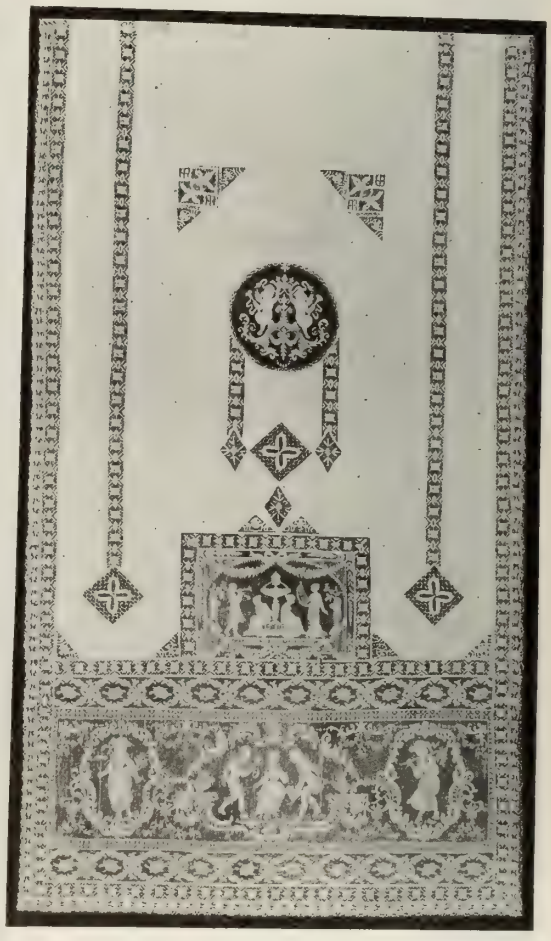
The Enemy Circumvented

Amongst the tapestry effects are the "Soirettes" in soft grays and rose colors shadowed delicately. These were formerly imported from Germany; now they are being made in Canada.

Leaves are having their share of popularity. Some fine designs in conventional leafage are being shown for 1918. One of these representative of the style is in two-tone effect, the leaf—(a sort of maple leaf, though conventionalized)—being carried in all-over pattern picked out in gold, and shadowed in bold masses which develop to the eye at a distance. The frieze to go with this paper is a larger rendering of the same leaf and done in colors. Good strong, browns, blues, reds and greens are used. Or the design may be in lighter toned hues in which case the pinks come into play. Pink in wall-papers invariably makes for popularity.

The Color Situation

It is difficult, since the war began, by the way, to get the best pinks and rose shades in wall-paper. These were obtained in their best purity from the eocine dyes which came from Germany. So far



EXQUISITE LACE FOR THE WINDOW

An artistic new window panel showing fine workmanship and materials. Linen cluny lace and filet net motifs on marquisette along with the skill of the Geo. H. Hees Son & Co., Limited, are responsible for the aristocratic effect.

outstanding success in the manufacture of these has not attended the efforts made in the United States to produce them. Pinks, rose tints, and the kindred hues are obtained from Para reds now. They lack something of the qualities of the other kinds, but possess reasonably good qualities as substitutes, and only the expert in colors could detect the difference.

Colors of all kinds, more or less, and the bronzes have advanced considerably since the war as is well known. In the wall-paper manufacturing business the bronzes are fully 350 per cent. more costly now. The colors average about 200 per cent. higher in price. Greens are more, yellows less affected, pinks as stated previously.

Influence of the East

There have been oriental influences at work on the mind of Dame Fashion in wearing apparel, and in wall papers these have found a faint reflection. Some Chinese pattern wall-papers, not pronouncedly Chinese, but containing unmistakably the Oriental idea, have been found going fairly well.

Then as a surprise to the manufacturers, an Indian effect, embodying bright vivacious coloring in bold flat geometrically shaped patternings was found to succeed well in point of selling power. This is a novelty in its way, and novelties, since the war have been extremely reluctant to appear on the Canadian market for wall-papers.

In association with this Eastern influence may be mentioned the favor in fairly exclusive circles which is found for Japanese grass-cloth papers, the imitations or reproductions in paper of the high priced wall-coverings fashionable in America and elsewhere. These, with frieze-border and trimmer in plain severe line and mass patterns, and carried out in soft browns and yellows are handsome wall-coverings. They possess a curious opening for objection on the part of the user. That is that the joinings of them when the paper is up, are apt to show a little decidedly. Now although these joinings show infinitely less positively than do the joinings of the actual Japanese grass-cloths costing dollars a yard, yet it is hard to convince ordinary customers who raise this objection, and consequently these Japanese grass-cloth imitations are likely to be amongst the exclusive idea papers.

"Life" and a Little Flitter

Canadian customers for wall-paper are always apt to demand in the wall-papers they fancy, the quality which manufacturers call "life." A touch of good red makes for decision in the buying of wall-papers. Flowers must have the right degree of brisk lively realism about them if in natural tints, and must some-how convey the same impression of life and vigor even if conventional. Brightness, and refreshing effect on the eye go towards giving this quality of life which is sought for in wall-papers that are to sell. The 1918 showings possess in many cases this quality to a high degree.

There is something known as "a little flitter" which helps a wall-paper immensely in effect. A bold leaf frieze in handsome ruddy brown hues with the leaves outlined in gold, and "a little flitter"—scintillating frost-stuff dusted on where the lights shine up in the design—makes a fine wall paper. This frieze above a plain oatmeal paper with a small leaf trimmer along the base is one of the 1918 showings.

Bathroom papers present the usual refreshing cleanliness of appearance for the incoming season, and sanotiles in various patterns, washable though with matt surface are shown. A bold design for bathroom paper represents a huge sea-green wave curling over beneath a sky with white clouds. This is a very refreshing effect, and with it goes another with smaller waves and sea-gulls flying airily amongst them. Birds, by the way, have had a certain vogue in the United States in all kinds of wall-papers but are not likely to find any remarkable favor in Canada at present. Marble effects for bathroom papers continue popular, and a tiled effect known as a plain "butcher" paper worked out in simple blue and green for varnishing has been a successful line it is said.

Nursery Papers

Nursery papers are prettier than ever for the 1918 season. They embody the nursery rhyme papers showing the whole story of a nursery rhyme in a frieze, also cat and dog frolics, and the doings of dolls, Dutch and otherwise. A dainty nursery effect is produced in clear cream colored paper with characters from the fairy tales placed as cut-outs upon the surface at regular intervals. The colorings are strong and bright. The result is a fascinating nursery paper.

Friezes of all kinds for the 1918 season are cut-out friezes. The picture moulding now goes to the very top of the wall as close to the ceiling as will permit of the use of picture hangers. The lower edge of the frieze cut out at the factory gives a much richer effect than if the frieze were finished by the moulding.

Prices of wall-papers are naturally a good deal higher now, but not as much higher as the advance in cost of raw materials would suggest. Paper for instance is no less than 130 per cent. higher in price than it was last year. The manufacturers' bill for sizing works out to 200 per cent. more than last year. The increase in bronzes and colors have been mentioned. Wrapping papers and cordage are higher, the Kraft papers 300 per cent. up, cordage 75 per cent.

Yet the product—finished wall-papers—has advanced only about fifty per cent. The lowest priced ground papers formerly costing 4½ cents a roll of 8 yds. to the retailer, are now 7½ cents. Gilt papers which before the war sold at 6½ cents a roll, are now 9 cents a roll. Other lines are proportionately advanced.

DRAPERIES

Rising Prices Continue in Vogue—Few New Designs—What the Big Stores Have Found

CONTINUED advances in prices are the most outstanding feature of draperies of all sorts. English goods are coming over slowly, but remarkably well, considering the difficulties of producing and forwarding that class of merchandise. The wholesales are pretty well stocked up at present, having placed orders for their needs for the coming season some time ago, but there is little that is out of the ordinary in the Fall offerings. "We have nothing with which the trade is not pretty well familiar and expect nothing really new, except higher prices, until after the war is over," said one of the leading wholesalers. "Some retailers make the mistake still," he added, "of selling their goods on the basis of what they paid for them many months ago. In fact, their prices are below ours in some cases, and when their stocks are used up they will have to offer repeats at a tremendous jump. It would be much better business to advance them gradually while they have the lower-priced goods. Especially might this be done with draperies where novelty and fashion do not play the important part they do in some other dry goods lines."

It surely seems as if the situation referred to should be well understood by this time by every merchant in the country. The testing time after the war will be very severe, even on some of the old and strong firms. Now is the time to prepare with current prices for the low markets that are bound to come for a certain period at least.

In the Retail Stores

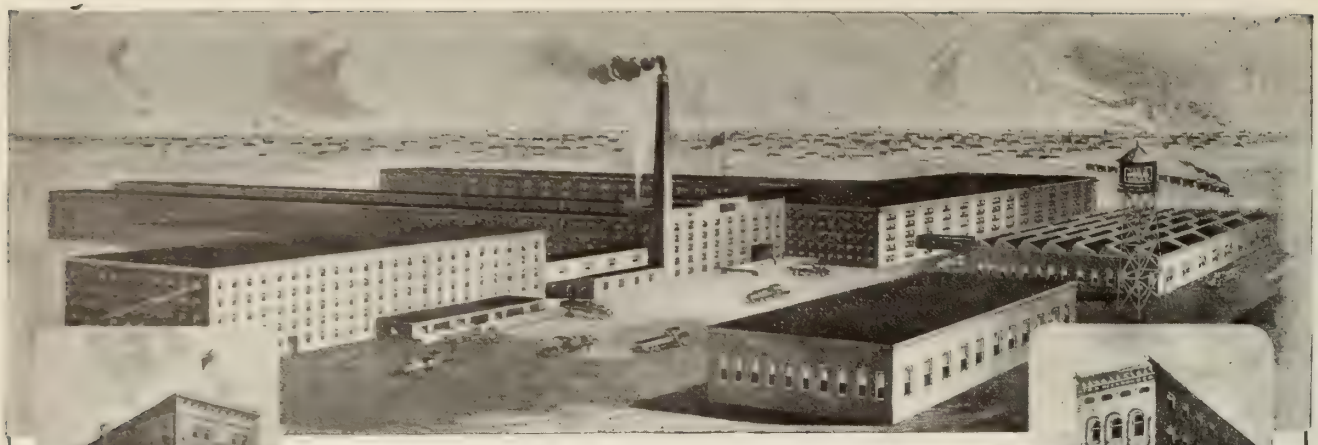
A glance through the drapery departments of Toronto's leading stores bears out the remark that little really new or novel is on the market. A few variations were observed, however. For instance, some of the newest arrivals in shadow chintzes have two or three shades of one color blended rather than different colors. These were very attractive in 3-tone greys and 3-tone fawns or golden browns.

"Scheila" cloth is new at Eaton's. It is a cotton fabric of close weave, resembling chenille, and is in several sunfast plain colors. Some fancy brocaded designs in it are also offered with a silk mixture.

Simpson's have a light-weight drapery, which in appearance resembles moire, and in weave is like Madras. The moire effect results from clusters of very heavy threads in the warp, while the woof is all fine and open. These goods are shown in champagne, navy, brown and green.

Satin damasks are very attractive with dull copper thread designs. These show the two most popular types of patterns of the day—birds and Chinese pagodas. The grounds of these damasks are matched in plain-colored satin materials for furniture coverings, etc., and the plain and fancy utilized in one room are very effective.

One new repp drapery shows unconventional stripes formed by a setting sun shining on water. When one track of light ends, a new sun sets below it. Between are large trees with thick black foliage. The sun is crimson and deep gold, of course, and the background a deep greenish blue.





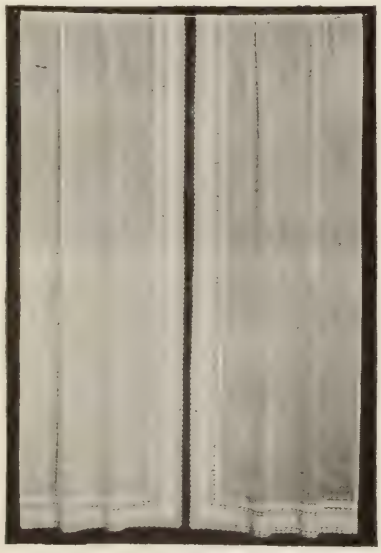
Toronto Sample Room:
52 Bay Street

Three Good Reasons

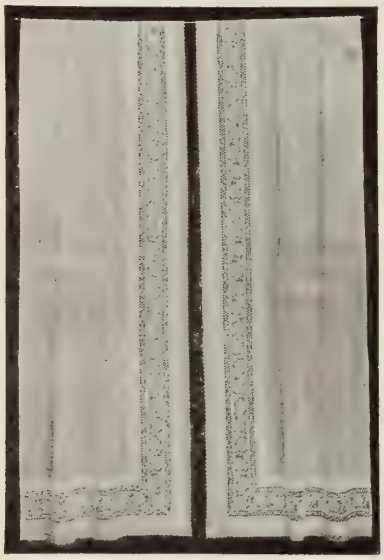
why you should make a visit of inspection to our Toronto sample room, 52 Bay St., while you are in the city for the Canadian National Exhibition.



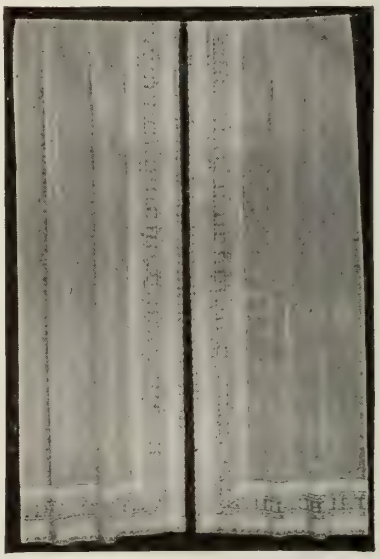
Montreal Warehouse:
93 St. Peter Street



01834 Width 34", length 2½ yards. Marquisette curtain with hemstitched hem, good heavy lace and insertion of coin pattern, a very charming and satisfactory curtain. Choice White, Ivory or Beige.



01835 Width 38", length 2½ yards. Beautiful curtain of extra good quality scrim, has an exquisite insertion of combination laces. A dandy for the dining room. Choice White, Ivory or Beige.



01838 Width 36", length 2½ yards. The aristocrat of the line. This beautiful Marquisette hemstitched curtain, with extra fine mercerized cluny laces is the one that every one will admire the most, you could not wish for anything nicer. Choice White, Ivory or Beige.

There are over a thousand other "reasons" as convincing as these which we want to show you. Call in and ask to see them.

Geo. H. Hees, Son & Company, Limited

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Ottawa,
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WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS,
WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

"IF IT IS FOR THE WINDOW WE HAVE IT"

Announcement!

The new range of "*Dalmor*" Marquisette, Voile, Scrim and Art Novelty Curtains, and Piece Goods, for immediate and Spring (1918) delivery, is now being shown.

Our resident representatives in every Province will show you a magnificent assortment of designs, planned especially to meet the demands of YOUR particular locality. The "ALL CANADIAN" Line. Designed, manufactured and marketed solely in Canada for Canadian needs.

Daly & Morin, Limited

Montreal

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE end of each piece and see Also inside Holland Tab on TICKETS and PAPER BANDS. that each *bears name* of "JOHN KING & SON."

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You are invited to use our Showrooms for

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purposes only, during the next few weeks.

Note-paper, envelopes and accessories ready for your convenience.

Incidentally you will see the latest and most up-to-date designs and colourings in drapery fabrics, and will ***not*** be importuned to buy.

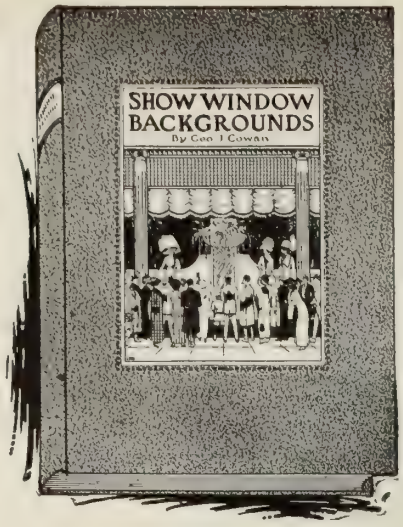
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This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN

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This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

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The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows.
Christmas Windows.

Period Decorations in backgrounds, showing examples of
Grcek, Moorish,
Roman, Italian,
Gothic, French,
German, Empire,
Japanese Colonial,
Egyptian, Mission, etc.

Sale Windows,
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Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at $1.60.

The MacLean Publishing Company, Ltd.

143-153 University Avenue, Toronto

READY-TO-WEAR

PREPARING FOR READY-TO-WEAR OPENINGS

Showing of the New Goods Will be Held off Until Later This Season Owing to the Late Summer—Colors, Styles and Materials in Order Named — Price in the Background at First—Talks With Managers.

THE late arrival of serious Summer weather has upset the best laid plans for the season's merchandising and now must affect the usually prescribed methods for the launching of Fall goods. It is a matter of some concern to heads of departments just when is the most opportune time to get rid of the old and to bring on the new season's goods. The plans that have been drawn up by some managers of Montreal department stores will be of interest to all other merchants of Canada.

"I never push Fall things until after the schools open in September," said one manager to DRY GOODS REVIEW. "I bring out a few models for Fall during August, but do not push them. This year, especially, the Summer trade has been so late, that the people will not be ready to look for the new season's goods as early as they do some years. They will not be tired of their summer things by August, and so I shall not urge the Fall apparel until late.

"With the Fall display in September, I always prepare a summary of the new fashion, colors and fabrics, and this will be featured in our newspaper advertising as usual. Our exclusive models do not appear on the racks. We keep them as much out of the general display as possible."

Attractive Fitting Rooms

The fitting rooms are a feature of this department. They are of generous size, have comfortable chairs and are arranged at the front windows of the third floor of the building so that the customer may sit comfortably and examine the garments privately, and in the best of light. "A woman does not like to be watched while selecting her gowns," said one manager. The racks are a good distance apart, allowing plenty of room for examining the goods.

"In the decorations a touch is usually found bearing reference to some phase of prevailing fashions. Just now, among the high summery garlands of green vines are several huge Japanese parasols with four Japanese lanterns swinging from the tips of the ribs and one from the handle. Long strands of colored baby ribbon flutter from each lantern.



White broadcloth with navy blue serge.

Creates Impression in August

In one of the other leading stores the manager of the ready-to-wear department finds that a method of "creating an impression" is very successful. This year, owing to the late coming of warm weather, the first Fall models will not appear until well on in August. Some years the first week of the month might be chosen, but this year it will probably be the third week, and then only a few models will be shown. These are very carefully selected as to style, color and material in order to make an impression.

Sales Clerk Send Out Invitations

As the season advances, the models are changed with a view of deepening the first impression and suggesting further what the season has in store. Then about the second week in September the sales people are supplied with neat cards to send to customers whom they know, inviting them to view privately the imported suits, dresses, skirts and coats. These cards are embossed at the top left hand side with the name of the firm. The invitation-letter is printed and signed in ink by the sales girl.

Advertising Not Detailed

Towards the latter part of the month the $20 to $60 lines are displayed, also and merely an announcement appears in the daily advertisement, giving the place and date.

An impression as to the styles, new and leading colors, fabrics, trimmings, etc., is provided by the garments themselves, with only a few words from the sales people. "The dignity of the store is maintained better in this way than if one allowed our customers to think the goods required 'talking up.' It gives our competitors as little information as possible, also."

"Last, But Not Least"

Another of the successful Montreal stores makes it a policy to be the last in the city to feature a new season's goods. "We do not push our Fall lines until October," said the manager of the ready-to-wear department. "We show a few models, earlier, of course. Just to prepare those who are interested, but we



PRACTICAL STYLES FOR FALL.

Some new coat collars are narrow and long, and pleats are always finding a new location. The ensemble in this case is very smart.



DRESSY WINTER SUIT.

One way in which New York combines fashion and velvet. Collar and sleeve-trimmings are of fur.



OF SIMPLE CONSTRUCTION.

Oriental trimmings and Chinese sleeves strike two distinct notes in exclusive fashions once more. All else is extremely simple.

pay no special attention to those garments. They when we have our openings we play them up strongly, and by that time are in better position to know what is going to be sifted out of early showings as real leaders, and we give in our advertisements definite information as to the leading features of Fall apparel. The people are ready to buy them, and in that way the stock gets much less handling than if it were shown before the people really want it. Of course we have not in Montreal an exhibition to call out our Fall stocks in the Summer time, as the Toronto stores have."

Price the Least Important Item

In all of the departments mentioned the managers do not believe in featuring prices at first. Colors, styles and materials are the items important in the order given. Nor do they feature prices for several weeks after the first big display. The time between this and the first "special sale" varies from six weeks to perhaps three or four months.

In one or two cases slow lines are selected from six to eight weeks after the openings and reduced in price in order to clear them out.

"It is a very necessary thing to keep one's stock clean and moving," said one manager. "If at the same time we have a chance to make a good purchase, we add to the lot offered, but we do not give special orders to manufactures to make up goods for our sale. The chief aim in the sale is to clear up what we already have."

Full Stock of Popular Lines Essential

Another important point was brought out by one of the aforementioned managers. "I find it very important," he said to DRY GOODS REVIEW, "to keep up my stock of all the lines which sell quickly from the first. It is necessary to keep the full range of sizes and colors in each style. These are kept entirely separate from any special sales. Slow lines are collected and sometimes a manufacturer, too, has slow lines which he wishes to dispose of at a low price. These we purchase and with our own slow lines are able to offer really good garments at a figure which will clear them up quickly."

NEW IDEAS IN FALL COATS

Early Generalities With Late Details — Panels Receive Attention—Norfolk Pleats, Flat Pockets and New Collar Effects Appear.

Interest grows in coats. Although a good season is anticipated in suits, still the rate at which dresses, blouses and skirts are selling is guarantee of good demand for coats. Coats are always important for the Canadian buyer for the Fall season since they are really a necessity in almost every part of the country. In order, therefore, that people may like the things they have to buy, it is essential that merchants be well posted on the matter of style and keep the new ideas, novelties and general tendencies before their customers continually. People are asking for this information more this season than even before and the salesman who can speak with authority is the one who holds the confidence and incidentally the custom of the enquirer.

The features of the new season's goods as set forth in the last two issues of DRY GOODS REVIEW hold good. Straight lines, belted effects, slightly raised or uneven waist lines, fur or fur fabric trimming, huge collars, deep cuffs, large, flat pockets, 48 to 52-inch lengths; these are the characteristic in general of the season 1917-1918 coat styles.

Panel Idea Good

It only remains now to consider individual details. As intimated before, originality counts for much. For example some firms like the panel effects on coats. One model slopes off to one side fastening up to the shoulder giving the effect of a panel at one side but quite plain at the other. Another model has large buttons up one side of the panel but has a soft collar of fur fabric fastened at the centre front by tabs. Then another cape collar of the soft velour of which the coat is made is stitched into the panel at either side. There are deep cuffs of the fur fabric and the panel extends into points at the belt. One new cut has the panel from neck to below the belt cut in one with the whole lower part of the coat which extends around to meet a back panel from the waist down. The back panel is banded with kolinsky to match the wide collar and almost elbow cuffs. Three large buttons fasten.

Panel effects at the sides are also liked. One model shows three wide tucks between belt and hem in the side panels. One of these tucks on either side conceals deep inset pockets. Other models show bands, braiding, tabs, etc., utilized similarly.

Wide belts consisting of from three to five narrow ones with a button to fasten each are effective. Saddle bag pockets cut in one with wide belts are also liked this year. In accord with the straight-line fashions box pleats are shown in a number of designs. They are used mostly at the sides or back. In the back they give the effect of a long Norfolk coat which is liked.

Fancy Finish on Collars

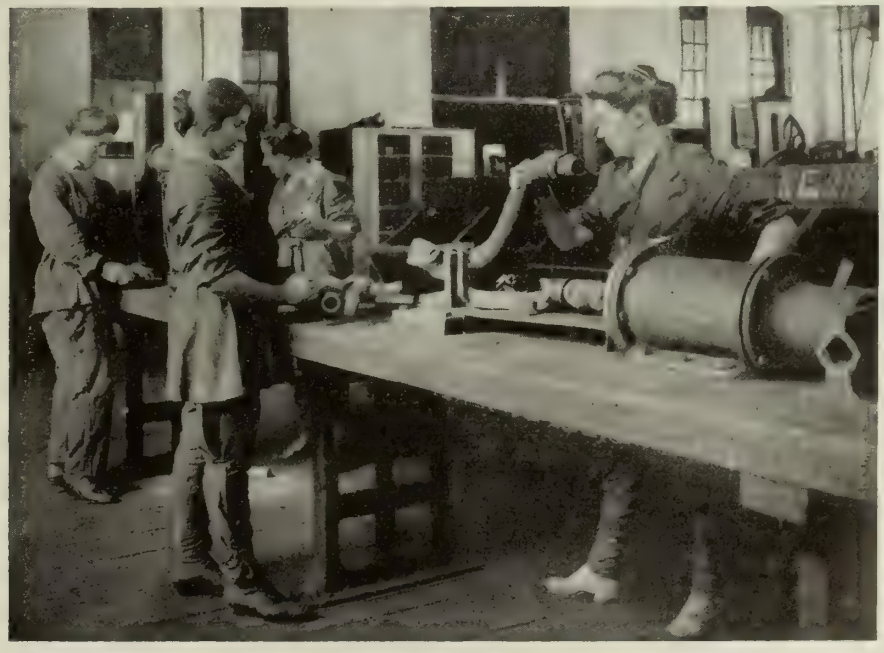
Many of the large collars are of

CANADIAN GIRLS IN THEIR NEW LABOR ATTIRE



BUSILY ENGAGED IN GARDENING.

Over one hundred young women of the best families of Canada's capital city, Ottawa, have undertaken extensive gardening activities under the direction of the Ottawa Women's Canadian Club, their work being for the benefit of the Soldiers' and Sailors' Comfort Fund. They were photographed at the scene of their work on the Dominion Government Driveway, where any day in the week, dressed in masculine but convenient overalls, they may be seen hard at work. At the left, in woman's conventional garb, is Mrs. Crothers, wife of Hon. T. W. Crothers, Canada's Minister of Labor. She is chaperon. The girls intend buying a motor truck, with which they will personally deliver their produce.



HERE WE SEE THEM INDOORS.

Canadian girls in overalls working at the Angus Shops of the C.P.R., Montreal. This form of dress is becoming more and more general in the various new fields of labor for women.



FOR THE LARGE WOMAN.

This sveltline suit is a conspicuously successful example of what has been accomplished for the woman of more than usual size, and is well in accord with the smartest fashions.



A NEW YORK MODEL.

Fur fabric on cape collar, novel waist finish, and very deep cuffs are cleverly united in this fashionable coat.

rather fancy cut this year. While their outer edge conforms frequently to the familiar lines there is often an applique of fancy design. One green kersey coat has a wide sailor collar extending into shoulder points towards the front; there are two narrow bands across the back of black plush and at the sides and front is a wide border of the plush. Broadcloth of harmonizing or grey tones is used in scroll designs appliqued on the collars of some heavy coats. One simply cut coat of navy imitation Bolivia cloth has a very deep collar, side belt and buttons of taupe broadcloth. The collar is bordered with mole fabric.

In colors navy taupe and brown lead with green, Burgundy, amethyst and plum all selling.

Plush Important

Plush coats are a matter of elegance for fall. Many people will much prefer a rich seal plush handsomely trimmed with opossum, coon, lynx or fox to a cheap grade of fur throughout. The prices will be about the same or perhaps higher in some cases for the plush, nevertheless a really stunning garment well made and of excellent wearing qualities will win the affections of many. One plush coat which is attractively constructed has a collar of fitch and is bordered with tails. Tail trimming is considered very good this year. Some of the flat fur collars have tails appliqued on instead of hanging in the usual fringe fashion. Some smart two-piece effects in plush and velvet have appeared lately. These suggest a bolero or Eton jacket either at the back or front. One model with black silk military braid binding is quite swagger.

While many interesting sports and outing coats are shown this year in fancy and staple tweeds, burella worsteds, zibeline, etc., the average manufacturer is paying more attention to his more exclusive lines. This may be tak-

Continued on page 116.

SUITS FOR FALL AND WINTER

Smart Practical Styles Demanded Everywhere This Season—Conscription May Make Further Boom in Women's Garments—Tailored Suits Featured—Velvet Shown.

MANUFACTURERS both in the United States and Canada seem to be realizing this year more than ever that practicability is a feature of fashion that is causing big sales of late. Of course a garment that is practical and not beautiful is not saleable, nor does a garment that is beautiful and yet of little use find very many purchasers. The Canadian trade has always demanded garments that were practical and of excellent quality, while our American cousins have always looked for that which was stylish. This year manufacturers seem to combine both aspects in the garments for both peoples and as a result a good suit season is looked for this Fall. The materials are going a good way, too, to help along sales. Besides such fine materials as velour, broadcloth, gabardine and wool poplins, satin finished woolen goods, and serge, there are the coarser weaves and rough finished cloths which are excellent for stormy weather. The prices of these good woolen materials are of course extremely high and notwithstanding the fact that many of the women who will be buying suits this Fall will be women who are earning better salaries than they did a few years ago, there is really not a feeling that the season will be a phenomenal one in so far as numbers are concerned. An excellent business is on the way of course, and most firms are anticipating their money turnovers to be as large as or larger than last year. "We look for a good season but not a remarkable one," said one of the leading Toronto suit manufacturers. A Montreal firm intimated to DRY GOODS REVIEW that orders which had been placed last Spring for men's things for Fall have practically all been cancelled owing to the prospect of conscription coming into force, but that women's orders were being doubled for the same reason. More separation allowances and patriotic fund money are expected to be in circulation which means that many more women will be dressing well than did last season.

Manufacturers Specializing

Most merchants have a fair amount of Summer stock still on hand but the fine weather and active business of the last few weeks will, no doubt, pave the way for the placing of good orders for Fall. So far buyers have not been really plunging, however. This is due to conditions brought about by Summer weather rather than by anticipation of a season not up to the mark during the Fall. Another feature peculiar to the Fall season offerings is that manufacturers seem to be specializing more than they did a year ago. This year both tailored and dressy styles of coats and suits and also military effects have place. Some manufacturers seem to be able to turn out more attractive styles in one line and others in another and for that reason what is featured at one manufacturer's may be a fine clean-cut style of plain tailored suit with mannish collars, while at another firm one will see large soft collars, fur trimmings, velvet, braids and fancy suits; both of these lines and others, too, are quite good for Fall. It seems to be a season when every one is to be suited, and still have their garments in fashion. In the strictly tailored suits the line shows a slightly fitted waist, either high, normal or low. Some fancy cuts, buttons, but very little other trimmings. The tailored style of course must fit perfectly and be well made. One prominent firm is carrying a very big range of this class of suits. DRY GOODS REVIEW enquired whether there were sufficient buyers for that class of suit in ready-made garments to warrant makers of ready-to-wear goods going into it heavily. He answered that he had never found any difficulty in disposing of his tailored mades but that it would not do for all manufacturers to go into it entirely, for there are very many customers who are not of an average figure and who can wear a ready-to-wear suit if it is in loose straight lines and look well in it, but who could not at all wear a fitted tailored one. For these people the loose straight lines are quite a boon, and for them manufacturers must provide a goodly range of models, especially now that that make of garment is really in up-to-date style.

Tailored Oxford Greys

One of the favorite materials for the strictly tailored suits this Fall is a fine quality of Oxford grey cheviot. In the majority of cases this material is left untrimmed by anything else but some models show a velvet collar and small amount of braiding. Fancy trimmings are left, however, largely for such materials as velour, broadcloth, serge, etc. Wide, soft, three-way collars are to be found on some of the suit-coats, otherwise tailored, but those who prefer a real tailored style will be gratified this season. Soft suitings like velour, gabardine, silvertone, broadcloth, etc., are very effective when trimmed with braiding, fur bands and velvet; indeed, there are a number of suits all of velvet this year, which are made in quite dressy styles. Fur trimming is very appropriate of course, but brings the price up considerably. Navy, green, brown, dark wine, and greys are the leading colors as mentioned last month. In fact very little else is being shown by the manufacturers. Among the dressy models shown, fine effects are brought about by insets of unstitched tucks, these are used to form pockets, girdles, gores, collar bands and cuffs. Pockets are allowed on suit coats more frequently than on skirts, but in many cases pockets on skirts are made to match those on suit coats. To provide fulness



A DISTINCTIVE FALL MODEL.

If all plush coats were as smart as this model, surely they would have no rival. The two-piece back and sash in front with black silk military braid, the increased length at the sides, the large cosy collar and cuffs of opossum, and the bright striped corded silk lining leave nothing to be desired. Made by Exclusive Ladies' Wear, Limited, Montreal. Hat by courtesy The Robt. Simpson Co., Ltd.



FOR THE COLLEGE GIRL.

Smart misses' frock of navy blue wool poplin, trimmed with chinchilla grey taffeta, black silk military braid and buttons. Made by the Jas. Richardson Co., Limited.



PLEASING TYPE FOR FALL.

Of simple cut, but dressy in effect. Pearl grey pussy willow with one of the leading 3-tone patterns. Collar and sleeve trimming of white. One large pearl button to fasten with buttonhole bound in white. Made by Winsome Waist Co.

in the straight line effect, flat and box pleats and inverted pleats are much preferred this year to the gathers which were shown repeatedly last year.

Uneven Lengths Hold Good

As mentioned in these columns before, the dressy suits of the new season show in many instances uneven length. The front will be longer than the sides or panels at the sides will extend below the front and back; pointed panels or insets, too, are good, and sometimes these points have more trimming than the coat proper, such as rows of braiding and stitching or fur edging. Buttonholes bound in white are effective this year where buttons are used so extensively for trimming. During the past month the lengths of suits have pretty well settled into 28 to 40 inches for the average good suit. 36-inch styles were made at first, but the newer ones are longer and only in the popular priced suits (or rather less than popular priced) will the shorter lengths be shown. Last year the average price paid by the consumer was $25 to $35. This year more than one manufacturer fixes it at $35 to $45. Where the thicker, coarser weaves are shown for suits, collars are in many cases reversible and have novel ways of fastening by clasps. Belts are sometimes made two, three and four together, with buttons fastening at one side. Slides, too, are used a great deal on belts. One smart model had tabs on collar and cuffs caught into small slides to match the larger ones on the belt.

FLESH COLORED GLOVE SILK

One of the newest arrivals at Simpson's is a blouse of flesh colored Italian glove silk. It is made in tailored style, double breasted with large pearl buttons.



SIMPLE AND EFFECTIVE.

A bit of hand-embroidered ribbon utilized in a novel manner is unmistakably the note of distinction in this smart New York blouse.

FALL DRESSES ARE ALLURING

Youthful Fashions Allow Variety—Simplicty and Comfort Characteristic of all Types —Tailored Serge, Velvet, Satin, Fancy Silks and Sheer Fabrics all in Vogue.

STRAIGHT lines and simplicity are characteristic of all the most fashionable gowns for the coming season. That is, a youthful effect is essential. This holds true whether one is considering Paris, New York or Canadian models. If one will have pleats or gathers or drapes they must fall in long simple lines as if to display the texture of the fabric rather than to be themselves the source of beauty. It is for that phase of fashion that rich satins, soft velvets, and fine silks such as crepe meteor, satin de chine, pussy willow, etc., are so adaptable. Every fabric or style which will lend itself to the production of a smart youthful effect will be considered good. Since youth loves not to be bound or walled in, gowns must not be tight fitting but loose and conforming to the willowy bends of the fashionable figure. This idea allows much play of fancy regarding belts and girdles. The Empire and Moyen Age styles of last year are to the fore again or one may quite as well have a normal waist line. Perhaps straight loose belts have just a little more preference than the long tied girdles. This is especially true of the pleated serge dresses.

Serge Worn Again

So acceptable have the all serge dresses been found that there is much of new interest to be found in the latest fall ranges. The all serge dress however, sells much better with one idea featured in a neat, trim manner than with two or three or more ideas which detract from its business-like utility. A fine all wool serge with collar and deep cuffs of satin is a good seller, especially if the satin be black, white or gold. Another with collar and cuffs of white broadcloth and similar material for piping on belt, buttonholes and hem causes exclamations of approval. The hem is turned up in the right side in this case, of course, serge gowns cut in bolero, Eton and basque styles, showing a smart vest are new this year and meeting with a great deal of commendation. These styles are allowed a small amount of silk braid binding, but trimming of any fanciful type, is not frequent.

It is among these wavy serge costumes that military effects are allowed some play. This influence, however, is not strong. Canadians never have been fond of playing with uniforms and most manufacturers are of the opinion that the war is too serious and of too long standing now and also causing so much change of dress in another way for our women to adopt lightly a military fashion. The only reason that some military styles do find sale seems to be that they are few and also that they are becoming. One attractive model shown has nickel buttons for trimming and fastening; four nickel cartridges form the belt buckle, the neck is buttoned high and the sleeve has embroidered flags.

Combinations More Fancy

When one gets away from the whole frock of serge into the displays of gowns of two or more fabrics, more elaborate effects prevail. It is among these that one sees so many of the serge and satin and satin and velvet combinations, fancy stitching, embroidery and braiding. One new Montreal creation shows a basque of black velvet buttoned over once below the V-neck and cut away below the button showing a black satin vest handsomely embroidered and braided in an oak leaf design. The wide black satin collar faced in white, the cuffs and the lower edge of the basque are embroidered to match. The skirt is of the plain satin with fulness at the sides. A silk rope girdle with tassels completes the rich looking costume.

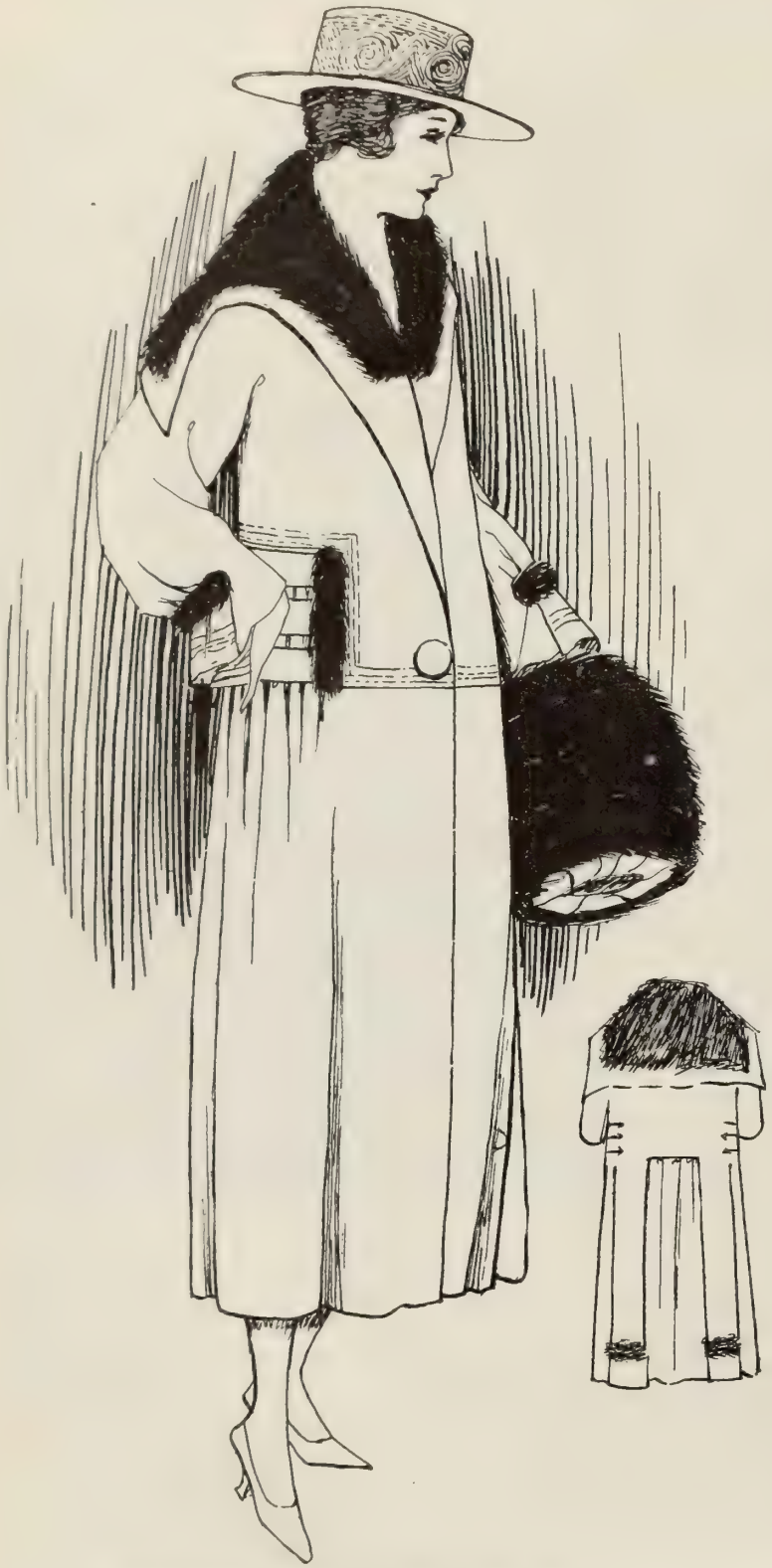


CAPTIVATED? COULDN'T HELP IT AFTER SEEING THIS VISION OF EARLY FALL.

The Fall season brings with it a stunning array of original and smart afternoon costumes, of which the one shown above is most attractive. It is of grey Georgette, combined with dark blue satin trimmed with dark blue beading. The combination is striking and most pleasing.

With the continuance of two piece effects jumper styles are reappearing this year. One shows the moyen Age waistline, the skirt, deep cuffs and wide jumper bands are of navy serge; bodice, collar and sleeves are of black satin.

In the serge and satin combinations many and original are the developments this year. In addition to embroidery, braiding and other trimmings mentioned, there is usually something left to flutter and dangle. It may be tassels on the sleeves, sash ends or surplice points, or it may be flat side panels or an apron. In addition to the use of fancy soutache braiding some impressive effects have been obtained by stitching on many rows of it straight. One New York gown of blue satin had large square, flat pockets suspended to a wide straight belt by 2-inch bands of satin; the skirt was made with long tunic finished with a 10-inch band at the bottom. This band, the pockets straps, belt and cuffs were all



FANCY CUT TOURING WRAP.

Made of silver-tone velour. Collar, pockets and belt trimmed with kolinsky-dyed muskrat. Silk lined and interlined. From the C. Kenyon Co., Brooklyn, N.Y.

covered with straight horizontal rows of soutache about ¾-inch apart.

Frocks of Fancy Silks

Fancy silks dresses come in for a good deal of recognition this year. Plaids and stripes which have been strong all Summer as well as a year ago are supplemented by conventional floral silks and now dinner and fancy gowns of pompadour silk in white grounds mostly, form a new note. These are very charming with the addition of white georgette crepe for sleeves vestee and perhaps a fichu also. Fichu and surplice effects, by the way, are very promising. The Zouave skirt still clings and is favored in these soft fancy gowns. It remains untrimmed as a rule. One pretty model is of plaid taffeta with the lengthwise stripes dominating. The bodice is quite straight without fulness, meeting the Zouave skirt at the hip line. Soft white collar and cuffs are shown, straight 2-inch girdle of the silk, and sleeves of Georgette.

Whole gowns of Georgette, taffeta and crepe de chine and combinations of taffeta and Georgette are so very popular at present that these are being made up in big ranges for the incoming season. Navy with grey or sand, Alice blue with white, grey with almost any other shade, black and white, plum, wines, greens, amethyst, taupe, terra cotta and browns are all appearing and selling readily.

Evening Gowns

For evening wear the fancy silks mentioned, satins, laces and nets are the leading items and the styles conform to similar lines as in gowns for other occasions. Full dress still occupies a very secondary place.

As to the prices asked for the various gowns, materials are quoted generally at 45 per cent. higher than last year and wages 15 per cent. higher. This will necessitate some difference in the price of the finished garmnets but manufacturers say they are trying hard to keep within bounds. "Importers are getting high prices and retailers will not ask enough from consumers and so the manufacturer gets cut down from both sides. Competition is keen also. We are not finding altogether smooth sailing," remarked one well-known manufacturer. Nevertheless a good active business is generally looked for and the public realizes more each season that high prices are a necessary accompaniment of a state of war.

FALL BLOUSES

Materials Have Not Changed But Neck Finish Provides Variety—Only Peace or Crop Failure Can Interfere With Business!

As with neckwear high collars on blouses form an important feature of Fall styles. When one considers that last Winter almost no high collars were shown at all and that this year possibly 25 per cent. of the output will be in the close-fitting, high-collared style, an

CLEVER CANADIAN SUIT MODELS

Sketched by Dry Goods Review Artists



VELVET FOR FALL.

A dressy production in navy blue, adhering strictly to Fall lines. Coat has long side panels, pointed and edged with sable to match soft collar. Silk braid trimming, buttons and braided belt with slides and tassels are aids to distinction. From the Ontario Cloak Co., Ltd.



DISTINCTLY NEW.

Showing clever use of inch-wide tucks. Buttons, novel panel front on coat and pockets hidden under tucks on skirt are also features. Material is navy blue wool poplin. Made by Lazare & Novek, Montreal.

idea of the strength of their vogue for this year is gained. Another 25 per cent. will be in the reversible styles but reversible collars are found to turn out flat in most cases when they are actually worn. The remaining proportion of the output of waists will be in the familiar flat collared styles, but these, too, will show a good deal of real novelty because the collars on blouses adhere very largely to the same cuts and features as neckwear itself which is changing ever. Hand-work and lace will form a prominent feature on the fancy blouses. Materials for Fall again are restricted largely to Georgette crepe, crepe de chine, Japanese silks and voiles. These have been found to give the most general satisfaction and so long as people do not tire of these materials they will be found in blouses. They are really the most suitable blouse materials on the market for the present fashions since they are sheer, drape well, and dainty and are quite as attractive in tailored made styles as in the very dressy finishes. In the crepes maize, flesh and white constitute the color scheme. So far as voile goes in the Fall lines, there is little or no colored work unless it be in a few fancy trimming buttons. The daintiness in these blouses is to be found in the actual cuts and material, for they take well with the fine laces that are so popular. Japanese silks in fancy stripes will be good.

Reversible Jabot Collars Good.

A style of blouse mentioned last month, showing a reversible collar with jabot attached is a leader now with more than one firm. These jabots daintily trimmed with Valenciennes lace or filet make quite as smart a blouse as one could desire. While very little is shown so far in the real elaborate blouses for Winter wear, we may expect to see the laces in metallic effects and bead work trimmings which were so popular last year shown again. These are spoken of very strongly in evening gowns and for elaborate blouses it is quite likely they will prevail again. Gold and metallic cloth in colors will probably be used for trimmings, insets, or linings for Georgettes also. Paris is talking again at times of the peplum blouse for Winter but after last year's experience in the Canadian trade it is very unlikely that many will be shown here.

A Military Number

There is little evidence of the real military fashions finding much place in separate blouses. One firm, however, is showing a military blouse in navy blue Habutai silk which will be very smart worn with a navy military skirt. It has military brass buttons, pockets, shoulder straps and high turn-down collar. The same style is shown in white. Blouses made in perfectly plain styles with perhaps a few box pleats or fine tucks, made with good heavy quality crepe de chine are expected to be a prominent feature in Fall sales.

There has been frequent mention in New York of a vogue for handkerchief linen blouses this Summer and they are spoken of as among those present for



FASHIONABLE SMOCKS.

Types of smock that are popular enough to be good again next year.

Fall. There has been almost no call for them in the Canadian trade, however. Considering the great scarcity of fine linen they may be had at reasonable prices, too. One firm states that they may be had to retail at $3.50 to $4.50.

Good Season Almost Certain

Altogether the season appears now as if it will be an excellent one in blouses. "Only two things may prevent the Fall being the best season in our history," said one of the leading blouse manufacturers in Toronto. "Those two things are the cessation of the war and the total crop failure in the West, both of which are almost impossible." Optimism seems to be the chief feature of the trade just at present.

MIDDY BLOUSES

Popularity Increasing—Novelties in Big Demand—Long Sleeves and Coat Styles for 1918

"IN middies for 1918 the long sleeve and coat styles are the whole thing," said a prominent Montreal manufacturer to DRY GOODS REVIEW. Stripes will be shown again, and sport spots and Oriental designs in cottons and silks will be used for trimmings. The French middy with military pockets will be a big item in next Spring's ranges. Asked as to whether the middy is passing, this manufacturer replied that it is taking a stronger hold than ever in Canada. "We simply cannot turn out enough of the styles which retail at $2.49. There are many Western towns that are only now beginning to take up middies. They are worn by all classes of people, so that I think they are here for a long time to come," he said. Another firm finds that, while staple types may be passing, the demand for novelty middies and smocks is substantially on the increase, especially in the West.

Novelty middies of silk in plain and sports' effects, and those with khaki-kool trimming, are good. Fancy pockets are a feature this Summer, and these as well as staple styles will be in demand again next year.

For Fall, wool and plain all white middies, some in serge and flannel, will be worn, and many in Habutai, but the big business in middies is done for the warmer weather, of course. With the increasing prices in middy cloths of all kinds, stocks which may be left on hand this year, due to the early unpropitious weather will no doubt make good business next year.

One successful manufacturer finds that 75 per cent. of this Summer's business has been done in smocks, colored models, with long sleeves, contrasting trimming and stitching, are very popular.

Wm. Sukloff, dry goods, Trenton, Ont., is dead.



NEW JUMPER-TUNIC COSTUME.

Gabardine finished charmeuse combination; broadcloth collar with hand embroidered novelty ornaments. Shown by M. Wittal, Montreal.

FOR CHILDREN AND MISSES

Approach of School Term Brings Out Fall Dresses — High Prices Noted—Military Touches Liked—Spring Trimmings Attract Wearers.

With the approach of the re-opening of schools in September, August becomes an important month to the misses' and children's wear departments. The very largest stores in the land are subject to the delays of the times however, and are finding some difficulty in getting their goods accumulated into shape for the first displays owing to slow deliveries. It is expected that the Toronto stores will have interesting things to show during the week before the Exhibition opens. A few racks of coats, capes and serge and corduroy dresses are to be seen now but a fuller range will be out within a fortnight.

Serge Reefers Popular

For little girls from four to twelve years reefers made plainly of navy blue serge with brass or nickel buttons will sell well. These are scarcely heavy enough for mid-winter but will be very popular for early fall. "The majority of serge coats will be made of cotton and wool mixtures but there will be good demand for all that can be supplied of the fine all wool goods," said the manager of this section in one of the large department stores to DRY GOODS REVIEW. All wool coats will be priced at $15 to $20 and the cheapest materials will have to bring from $6 to $10. There are still more elaborate styles at almost any price. A smart little saxe blue velvet coat with fur collar and cuffs is $16.50 wholesale. Velours, broadcloth, plush, etc., are also made up.

Tweeds for Misses

There is a good demand for thick soft plaid tweeds for Misses of 14 to 16 years. These coats are very attractive in the prevailing styles with loose belts, large collars and pockets. Misses one-piece dresses and two-piece effects are similar to adult fashions. Demand has been very active for babies' sets of coat and bonnet of white curl cloth, cotton plush, white velvet, corduroy, etc. One reason that these lines sell so well in almost every community is that most of the materials are difficult to purchase over the counters and even if they could be had there, they come in such very wide widths that the prices are prohibitory for the home-sewer. Belgian military effects have been popular sellers, also little serge frocks with touches of red in braid, buttons, cords, ties, tassels, etc.

Orders for children's wear are pretty well all placed now for fall and winter however, and manufacturers are busily engaged on their spring designs and samples. Those who work exclusively on children's lines report an excellent business just completed in spite of high prices and a confidence that they are going higher.

Spring 1918 Novelties

For next spring manufacturers are preparing larger ranges of samples than ever. Little wash dresses seem to sell in enormous numbers. While the spring dresses, like those of the fall follow the straight loose lines and two-piece effects popular with misses and women, there is an interesting note appearing of special attraction to the kiddies. That is the use of bird, animal or child figures embroidered somewhere on the frock or printed on borders. Little marching soldiers, gardeners, flying birds, ducks, turkeys, sun-bonnet maids, kittens, dogs, elephants, etc., are to be found. These appear on overalls and on dresses of chambray, white cottons, ginghams, etc. Eton and bolero dresses and belts with peplums attached to give a 2-piece effect, and many fancy pockets are features of the spring models. One pretty plain voile of raspberry shade had olive green trimming on pocket, belt, etc., two shades of stitching to match and rows of raspberry buttons. Wide straight belts and narrow double and triple styles are frequent.



GIRL'S ULSTER.

No surplus material or trimmings. Simply made, comfortable and smart.

It is doubtful yet whether capes of puritan and military styles will amount to any importance in spring styles. Doubtless they will be in demand for children if they are for misses and women but it is not at all certain yet that there will be any strong revival of them. Some numbers will be shown of course but the indications are that capes are not going to be strong in winter fashions. If there is any warming up to them later in the season they will be shown for spring. A few women's models appear on cool days now.

Seen in New York

One pretty New York coat for a little girl is made of soldier grey with double breasted brass buttons having a dignified shoulder cape lined with red satin, a standing black velvet collar, piped red, and pockets along either side front which taper almost to bottom. A double faced, green and blue trench cloth with belt having metal eyelets and buckle is another type.

SKIRTS

JUST at present there is a huge demand on for the better class of white skirts. There are some sports silks and sports cottons still being sold, mostly at late season sales, but good white cotton in plain weave and cords are bringing in good prices. These skirts adhere pretty largely to the general fashions of the Summer in straight lines with pockets and buttons plentiful.

Ranges of cloth skirts for Fall are scarcely in good shape yet, so great has been the demand for Summer skirts. From the models already shown, however, one gathers that the skirts made of serge will be very much worn this Fall. In skirts more than in any other of the ready-to-wear departments military styles are given place. In many instances, however, this military fashion amounts to little more than a few brass buttons, nickel buttons, or flat tailored, soldierly looking pockets, straps, and a skirt with no surplus of material, straight buttoned belts of course are shown. In models where the military fashion is set aside, skirts show a little more fulness at the back and perhaps a little more fancy cut in the pockets, girdles, too, are of fancy shapes and loose in effect. As stated in last month's DRY GOODS REVIEW, however, the pockets are not of the large, full, bulging kind which were favored during the Summer; they are of rather flat or inset styles with nothing showing but the flap or perhaps a fancy binding or bit of braid and tucks.



THE FRESH AIR GIRL.

Ready for all outdoors in her trim Fall walking suit with buttonholes that refuse to hide their light, even when hidden under a button.

In addition to the more tailored skirts for street wear there are the fancy silk skirts, which occupy almost as big a place in Fall fashions as they did for Spring, both plain and fancy silks are being made up for these dressy skirts and of course they show more material than do the tailored styles of cloth. To ornament these fancy silk skirts there are soft full girdles, some large full pockets of fancy cuts and sometimes trimmed. Also there are tucks, pleats, fancy stitching and in some of the better grade skirts a fair amount of soutache braiding. Plain skirts of good-quality black satin with little other trimming than a generous fullness will, however, be a leading style for Fall skirts.

Outing Skirts Popular

Some firms are counting on outing skirts having a bigger run this Fall than they had last year. They are making up outing skirts of black and white checks, new tweeds, and the heavier cloth materials of rough finish which are rather popular this year. For this class of skirts, buttons and flat pockets have place, but no other trimming. Short lengths and tailored styles are the prevailing effect. Skirts of the plainer styles where buttons are used for trimmings sometimes have rows of fairly large buttonholes bound in plain colored material contrasting with the material in the skirt itself. In this style a good many smart models are seen in navy blue with white broadcloth binding. Wool poplins, cheviot, tweeds, serge, corduroy, rough finished materials of almost any kind available and the fancy silks are about the range of materials to be had in skirts.

Skirts Not Noticeably Longer

Notwithstanding all the talk from Paris and New York, that skirts are becoming longer, there seems to be little noticeable increase in the length of skirts as they appear on the streets at present, and the styles shown by the manufacturers for Fall are along similar dimensions to those of the Summer. It is quite probable, however, that younger girls will remain attached to the girlish looking skirts and that women will not take to styles which do not allow a youthful appearance. Youth and practicability are two of the leading features of the Fall fashions and so we may not look for any noticeable increase in the length of the average skirt worn. Seven inches from the ground or around shoe top height is the length that will prevail. Even afternoon and evening costumes still adhere to the youthful lines and therefore to skirts which are not as long as some anticipated they would be.



NOVEL NOTE IN TRIMMINGS.

Garments for children are trimmed to please them nowadays. This little tot always has the company of three others on duty with their spades.

AN IDEAL NURSERY

Children's Department Should be Made Attractive—Up to 12 years—Works to Your Advantage

IN AN article on "'Why not a Childen's Department" in the "Drapers Organizer," a writer suggests that the department should have as much space as can be spared. "Do not skimp it. It should be spacious, airy and well lit, so placed as to be easily accessible and so that artificial lights can be dispensed with for a greater part of the day. I would have it in appearance a paradise for little folks. The scheme of decorations should be ordered to that end. For instance I would have nursery friezes on the walls; I would have stuffed animals about; if possible there would be a fountain with fish in a basin, and the floor covering too I should make reminiscent of the ideal nursery. It should be a place where children would delight to go.

From Birth to 12 Years

"You would of course sectionize and sub-sectionize the department according to the kind of equipment supplied and to the volume of your business. The right thing, I feel sure, would be to supply everything for the child from birth to twelve years of age. Everything from tuckers to toys and from paletots to patent foods for 'pale tots.' You would have abundance of show cards and lithos to brighten up odd spots, for there are plenty of manufacturers specializing in children's wear who issue admirable examples of that kind of thing. This would be useful also for your children's window—and it goes without saying that a children's window you must have, if not one permanently, at least a good window display for a period every month.

Charming Window Shows

"Just think of the perfectly charming window shows you could evolve—the cot scene, the new baby, the light of the house with all his paraphernalia on—a nursery play-pen, a bed time scene—a ready for the party picture—a ready for school study—fancy dress fantasia—and so on, and so on. Most of the materials for these displays are inexpensive; many of them you doubtless have already, including two or three goods jointed wax figures of children. The rest is taste,—just a little of that romantic touch which every efficient window dresser should possess.

The Advantages

"On the psychological side there is a lot to be said for the children's department. Think of the advantage of having all the children to come to be considered with this or that gathered together in one part of the store. You know how jealous mothers are of their children. The children's department turns that fond foible more than ever to your gain. A woman sees a becoming garment on some one else's child. She may only have come in for shoes, but the sight of that frock or coat or hat, or whatever it may be, stirs in her a competitive spirit. So she buys more than she at first intended. This sort of thing operates in a thousand ways but it operates always with you, never in your disfavor."



CORSETS

Low Tops and Soft Boning Characteristic of New Styles—Elastic Insets Give Freedom—New Waist For Children

ELASTIC features very largely in many new types of corsets. The athletic and singers' corsets entirely of elasting have been quite popular this summer and it looks as if a continuance of the loosely fitting straight dresses will allow this type of very low top corset to remain in demand.

Among the new lines offered in the low top effects is a graceful tailor-made model designed for average figures with low bust and elastic top. The material is fancy striped flesh brocade, silk finished. The material extends above the waistline in points between and under which is a continuous band of elastic. This is slightly different from the usual gored insets of elastic. The front steels of this corset are tapered off in a soft finish towards the top so that they are as easy on this figure as the elastic itself.

Low top corsets are pretty well established now for every type of figure, these being permitted even for stout women when the support of the brassiere is added. The two together allow a comfortable freedom and yet hold the figure in good lines if one is careful to be well fitted in both garments.

Until there is some radical change in the silhouette of dresses and suits brought about, corsets will retain their present lines. The general trend is for long hip lines and low busts, though many exceptions in the way of medium busts are still made. A wide variety is noted in the trimmings which finish the tops. Fancy silk braid in pink and white is popular, while heavy lace, the conventional corset embroidery, narrow Irish crocheted lace, and novelty ribbons are also to be found.

Coutil Used Most

Coutil, brocade and batiste are the materials used most commonly, though batiste is so soft and flexible that it is satisfactory for only small slender figures. Brocade is for the higher priced models, leaving countil the material still for the average purchaser.

"Old-Fashioned White"

New York is beginning to call white corsets "old-fashioned," so strongly are buyers taking up the pink lines. A novelty corset, which is one of the newest numbers of the Fall line, is made of flesh colored silk coutil with the steel and bones covered by pink silk brocade. There are inserts of rubber at each side of the bust, which are outlined by a fancy pink silk braid.

For children there is a new combination waist and hose supporter which appears to have merit. It is made of a coutil band with elastic back, has links front and back and swivelling shoulder straps. Under front there is a special tab of webbing, so that the hose supporter can be put through and also, should the hose supporter wear out before the waist, it can be fitted with a new pair of hose supporters. All the buttons are bone and the waist can be washed. This article is suitable for either a boy or girl of two to fourteen years of age. It is retailed at 5 cents a pair.

UNDER APPAREL

Silks Increasing in Demand—Wash Satins For Winter—White Goods Prices Climbing

CREPE de Chine underwear is said to be more popular than ever before in England. "Many women will be buying in Autumn, 1917, goods that they would not have aspired to in Autumn, 1914. Very much lace is used. Some are about half crepe de chine and half lace. In other numbers the lace holds a larger proportion. The combination chemise short knickerbockers in crepe de chine and lace has made some headway and will certainly find a prominent place among these goods," says the Drapers' Record.

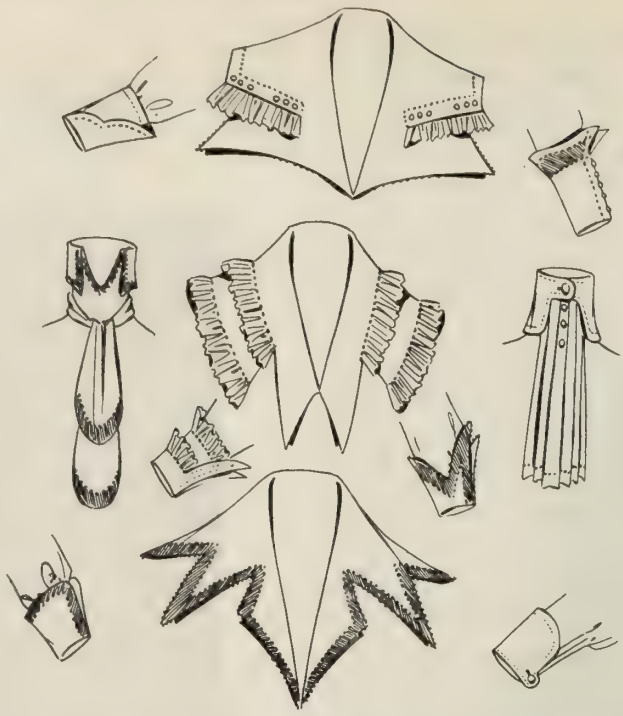
So far as silk garments are concerned the situation in Canada is similar. Women are buying crepe de chine and Italian silk underwear who never thought of it a few seasons ago and yet these sales seem not to have interfered with the quantities of fine white goods sold. The silks are just "extras." In Canada while fair numbers of the elaborate lace and embroidery trimmed garments are sold, there is a larger proportion of those made with plainer finishes. Hemstitched double edges form-

ing casings for ribbons sell very well, especially in gowns and chemise. Envelope chemises are growing more and more popular in all fabrics for Summer wear and continue in silk and fine goods for Winter seasons as well. There is perhaps more fancy trimming found on camisoles than on any other of the silk underwear, due of course to the vogue for sheer blouses.

Wash Satins For Fall

Wash satins are promised a good run again for the cool weather. These, too, are preferred in the somewhat tailored styles with ribbon trimming, rather than with lace. Hand-embroidery has some favor again also.

In whitewear, besides the delicate French embroidered garments which are still serious rivals of silk, there is the usual run of lace, embroidery, organdie, ribbon and crochet trimming. Fine cottons sell well, of course, but all grades are active and prices continue to rise. When one remembers that there is more cotton being consumed for munitions than for any other purpose just now and that cotton is being mixed with silk, linen and wool to stretch out those supplies, it would be phenomenal if prices did not continue to rise. "But the minute the making of munitions ceases down will go prices of cottons with a big jump," said one prominent wholesaler. "I do not say they will stay down, of course, but I believe the first jump will be a big one." This view is a little more extreme than that which many in the trade hold but there is a possibility of many surprising things happening.



SMART NECKWEAR AND CUFFS.

Deep front and points you see are quite the thing for flat collars. High ones have several novel touches. Hand embroidered edges are ultra smart — so too are pleatings, in New York.

CAPITALIZED AT $1,000,000

A. S. King Silk Company, Limited, has been incorporated at Toronto with a capital stock of $1,000,000 to manufacture, export and deal both wholesale and retail in dry goods of every class including silks, laces, embroideries and white goods, linens, notions, ribbons, handkerchiefs, gloves, curtains, etc.

Trudel & Graham, Ltd., Montreal, Que., have dissolved.

The Redfern Cloak & Suit Co., with Mr. Sam Bregman as manager, has commenced the manufacture of popular priced garments, specializing on Misses' sizes. This new concern is now in full swing at 182 Spadina Ave.

IMPRACTICAL SCHEME FOR PARCEL CARRYING

Head of Montreal Department Store Points Out Weakness in New York Suggestion For Reducing Cost of Delivery

ABOUT as impractical, useless, and hopeless of results as it well nigh could be, is the opinion that W. H. Goodwin, head of Goodwin's Limited, of Montreal, entertains of the New York proposal that a "bonus" or a "rebate" be given every woman who decides to carry her parcel home, instead of asking the store to do it for her. The idea was referred to in the last issue of DRY GOODS REVIEW. The purpose was to eliminate waste in the excessive cost of delivery in the stores, and to do so by offering a tangible inducement to women in the form of a reduction in the marked price of goods, if she was willing to be her own delivery service.

Mr. Goodwin, of course, sees the obvious weakness of the scheme as it appears to the retail merchant: How would it be possible to say just what it would cost to deliver this parcel or that? Does it cost more to deliver a suit of clothes two miles, than a spool of thread three miles, or less, and if so how much? And would the customer be willing to carry the suit two miles as willingly as the spool for three miles, especially if she wore one of those skirt pockets into which the spool could be dropped, and that would be the end of it.

Take another example. Here is a small parcel to go to this house to-day, and the delivery makes it necessary for the driver to go several blocks out of his way to land it at its destination. To-morrow a customer on the same street is having a big parcel delivered, and it takes the driver barely a minute to jump down there, on his way to the lady of the large parcel that could not well be taken by her. The extra cost to-day of the small parcel is more than the extra would be to-morrow. Who is to assess the discount for delivery?

These illustrations are not Mr. Goodwin's; they happen to belong to DRY GOODS REVIEW; with the spirit of them the head of Goodwin's Limited agrees.

"Before there can be any real lessening of the heavy expense of delivery there would have to be a general custom adopted among women of taking their parcels except where they were too large for comfort," he declares.

"Moreover the movement would have to be started by the press and the public. If there were an agreement on the part of the stores in any place to curtail the delivery to which they had made the customers accustomed, at once there would be the cry that the merchants were doing this for their own benefit. They would not realize the real truth of the matter, that is, that any reductions in the cost of delivery that was brought about by the co-operation, or shall I say, the "thoughtfulness" of the public, would be passed on inevitably for the benefit of the public? It would not stay with the dealer; the law of competition is too keen for that.

"The service of the stores is a peculiar thing. A woman can get service in a store that she cannot command anywhere else. There everyone is at her call. We train our clerks to be attentive to the public,—"

And on the part of the public there rests an obligation that applies to all, to be courteous and perform any acts of kindness that are in their power. And the carrying of the small parcels from the store would be one of the unselfish acts that should commend itself to women. And to those that performed these acts the advantage would accrue, as by an inevitable law.

DRESS GOODS FOR FALL

Views of Mr. Whear, Henry Morgan & Co., Montreal

ON the subject of dress goods for the Fall there is a good deal of room for opinion in spite of the serious restrictions imposed by war conditions. In a talk on the subject, L. G. B. Whear, buyer and department manager, Henry Morgan & Co., Ltd., Montreal, showed how serious these conditions are making the business of manufacture, and consequently the business of buying.

Quoting from a letter recently received from England, he says: "It is almost impossible to buy dress goods now. The Government have commandeered all the wool, and in some cases the yarns. Prices have advanced 15 per cent. in some cases and more during the past few months.

Conditions in England

"Deliveries are increasingly uncertain. It is doubtful in some cases whether delivery can be secured at all, for the manufacturers will only accept orders on the understanding that delivery cannot be promised unless the Government releases wool to them. To secure wool it is necessary that the market for which the product is intended be stated, and this is a difficult matter. The order of preference as regards markets at present is first the United States, then South America, Spain, and neutral countries; then allied countries, and last of all, the colonies and home trade.

"Wholesale prices are now equal to retail prices of a little while ago, or in excess of them. We are living on stocks of goods bought over a year ago, or even previous to that, and we are looking forward to scantier supplies still in the coming year if hostilities continue, and even should war cease there will be a period of scanty supplies."

DRY GOODS REVIEW asked a few questions relating to the tendencies for dress goods for the approaching Fall, and Mr. Whear's replies are interesting and informative.

Asked "Which will lead for Fall suitings—fine or coarse weaves?" Mr. Whear gave it as his view that broadcloths, gabardines, and serges will probably be in the lead.

As to colors, the popular ones will probably be navy, black, wine, purple, taupe, and nigger, according to Mr. Whear's observation so far.

Silks, including satins, will have a strong place in the public taste for suits and dresses this Fall.

Leading fabrics for coats will probably be sealettes, chinchillas and tweeds. Velvets and plushes will also be used.

For afternoon dresses the fabrics which in Mr. Whear's opinion will be found in considerable vogue will probably be silk and wool shantung, poplins, and Georgette crepes.

It is early as yet for definite opinions on Fall taste, but the lines mentioned are sure to have their share of vogue, and probably a very large share this season.



EXCLUSIVE MODEL.

Made of guaranteed Seal Plush, Racoon trimmed.

PROGRESS IN LINEN

Linen producers at Belfast report being in full operation and prices advancing, though general business is materially affected still, by Government restrictions. Aeroplane cloth is selling freely. The weather was favorable in June, and the flax crop promises well. Consignments of flax are arriving from Russia.

An American firm which features handwork, has reproduced some fine old English bedspreads with grapevine and other exquisite designs and fringed trimmings entirely done by hand.

Flax-growing has assumed interesting proportions in the last three years in Oregon, as a result of development by the State and individual plantings. A new firm in Portland is taking over eight acres of ground and will operate a plant involving a quarter of a million dollars, and handling flax products made from raw flax grown in western valleys of the State.

CONTENTS OF LEAFLET

Directions for Washing, Bleaching, Etc., as Given by Peterborough Store.

IN last issue of DRY GOODS REVIEW mention was made of a leaflet that was distributed by the linens department of the Cressman Company of Peterborough. In case any merchants are intending to make use of the same idea this Fall, the contents of the little four-page leaflet are reproduced here.

Washing Embroidery.

Embroidery should be washed in lukewarm water, then passed through a cold bath and wrung out in a cloth and stretched. Iron while still wet, but be sure to keep a piece of muslin or cambric between the material and the iron until it is almost dry.

Bleaching Solution.

For stock purposes dissolve one ounce of gum arabic in half a pint of warm water, and when ready to use add one tablespoonful of this solution to a quart of water.

Recipes for Removing Stains.

Tea or Coffee—Hot water will successfully remove either of the above.

Milk, cream or cocoa—Bleaching solution will be found to be excellent for either of these.

Ink—If fresh, can be removed with buttermilk. If old, bleaching solution and oxalic acid used alternately.

Indelible Ink—Salt and strong amstrong ammonia.

Iron Rust—Salts of lemon or hot oxalic acid.

Mildew—Bleaching solution; then use soap and water.

Paint—Turpentine and ammonia alternately.

Pitch, Tar or Machine Oil—Rub on lard; then use soap and water.

Grass Stains—Rub on lard; then wash with soap and water.

Old Stains—Let articles stand in warm soap suds for a time and if possible spread out in the March or April sun.

About Our Linens.

A few Minutes in our linen department will be profitable to every woman. Carefulness has been the slogan. Every article has been purchased at the lowest possible price and still we have never lost sight of the fact that quality is the first demand of every judicious buyer. Come and examine our array of low-priced and high-grade linens.

INCORPORATION

Barnes Knitting Corporation of Canada, Ltd., has been incorporated at Hamilton with a capital of $10,000 to manufacture and deal in clothing and wearing apparel of all kinds.

House of Style, Limited, has been incoporated at Montreal, Que., with a capital of $19,000 to carry on business as manufacturers of ladies' and children's apparel, and deal in dry goods.

The Kitchen Overall Co., Brantford, Ont., which has been occupying rented premises in the city since its organization, will shortly build a complete new factory.

Join the Shrewd Buyers *in the* PERLING & MAER SHOWROOMS



STYLE 541

LONG preparation — real efficiency — the elimination of palatial showrooms and extravagant rentals make possible values like these.

AMERICAN WOOLEN COMPANY

ALL-WOOL

Poplin

Suit of ALL WOOL poplin, lined with guaranteed Marquise Satin. Full length flaring model—beautifully adorned with buttons. Collar inlaid with velvet.

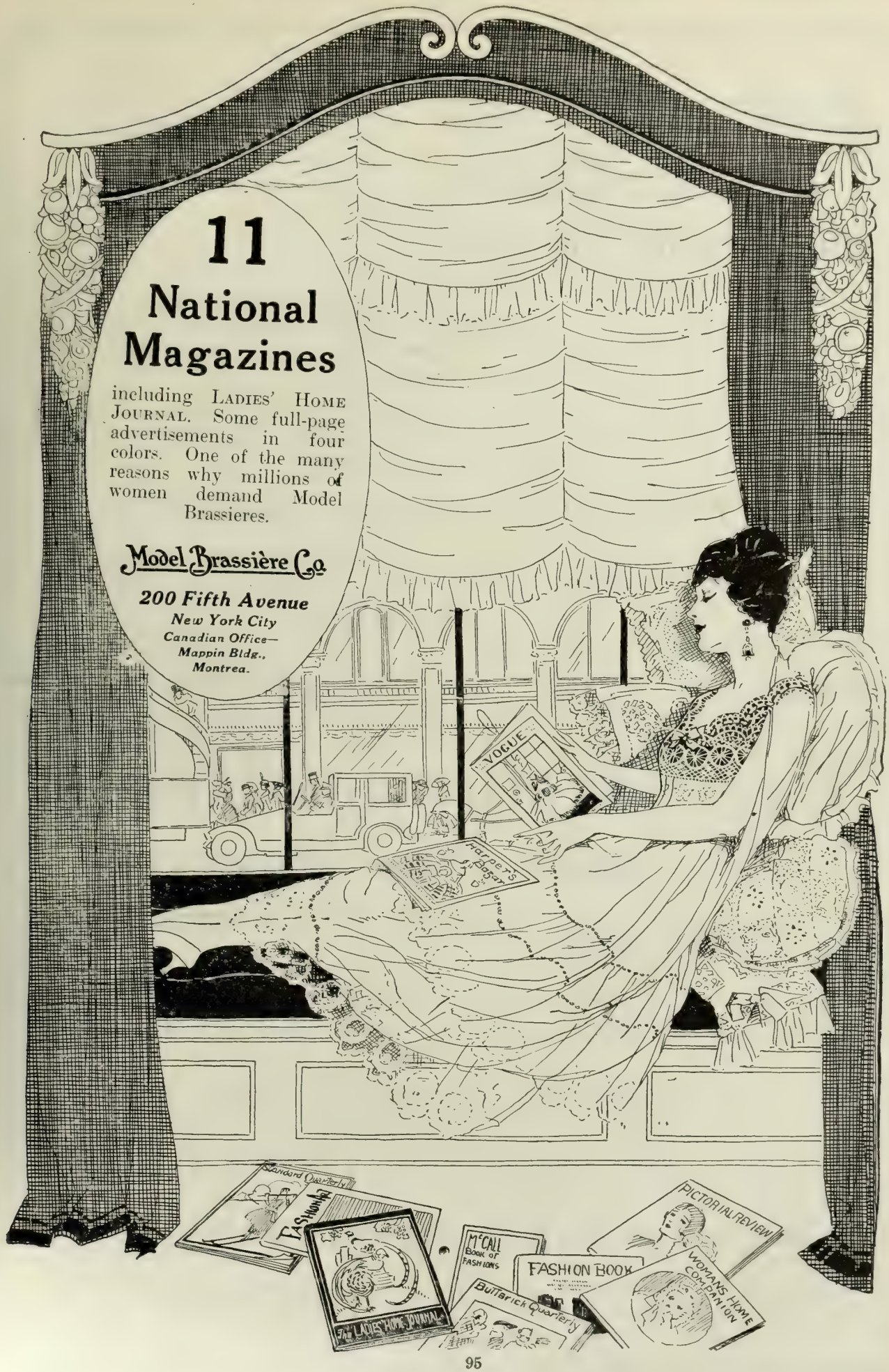
$9.75

Taube — Navy — Brown
Green — Burgundy — Black

Immediate Delivery

Plushes, Velours, Kerseys, Serges, Broadcloths, Pom-Poms

Perling & Maer Inc.
COATS AND SUITS
148 MADISON AVENUE
CORNER 32ND STREET
NEW YORK.


11
National
Magazines
including LADIES' HOME JOURNAL. Some full-page advertisements in four colors. One of the many reasons why millions of women demand Model Brassieres.
Model Brassière Co.
200 Fifth Avenue
New York City
Canadian Office—
Mappin Bldg.,
Montrea.
VOGUE
Harper's Bazar
Standard Quarterly
FASHION
LADIES' HOME JOURNAL
McCALL Book of FASHIONS
FASHION BOOK
Butterick Quarterly
PICTORIAL REVIEW
WOMAN'S HOME COMPANION

Extraordinary Values in Dresses and Waists for Fall

We are offering a beautiful range of Silk Waists and Silk, Serge and Satin dresses of the very latest styles and of exceptional quality for the fall season.

The smartness of these desirable lines at such prices afford an unusual opportunity to buy right for profitable selling.

PROMPT DELIVERIES GUARANTEED. ACT NOW!

The Royal Silk Dress & Waist Company

Manufacturers of High-Class Silk Wear

1278 ST. LAWRENCE BOULEVARD MONTREAL

Vogue Waists *and* Dresses

Popular Priced Waists

For immediate shipment in new and attractive designs made in popular priced materials.

Our Silk, Crepe de chine and Georgette waists at $33.00 to $36.00 offer exceptional values.

Popular Priced Dresses

For Fall Selling, in Serges and Silks. The quality at such attractive prices makes for ready sales.

It will pay you to visit our show room when in Montreal.

VOGUE WAIST COMPANY

Sommer Building, Montreal, Canada

Your Sure They Stay Sold

The ability of the designers of Mack Brand Ladies' Waists to correctly interpret popular fancy has made this an easy, fast-selling line. The style is there, and the patterns are just what is wanted by the majority of women.

THE Mack BRAND

But what is equally, if not more, important to you, Mack Brand style is backed up by real quality. Mack Brand Waists stay sold. There are no returns, for the simple reason that every waist gives too much satisfaction to be parted with until worn out.

The Fall line of Mack Brand Ladies' Waists is in the hands of our travellers. We ask you to see their samples for your own benefit. You'll find them full of style and value with plenty to suit your particular trade.

McCutcheon Waist Company, Limited

323 St. James Street :-: :-: Montreal

J. Wise Company

INCORPORATED

Women's, Misses', Children's Dresses

and

Waists

33 to 43 East 33rd Street

New York

Ideal House Dresses

IDEAL

IN NAME
IN STYLE
IN MATERIAL
IN WORKMANSHIP
IN VALUE

In every way an Ideal line for you to handle.

We have an Ideal range of WHITE FLANNELETTE NIGHT-GOWNS and UNDERWEAR.

We also manufacture a full range of MIDDY WAISTS and WASH SKIRTS.

Fall samples now in the hands of our salesmen.

If they do not call on you, ask us for samples and prices.

The Ideal House Dress Company

33 Richmond St. West, Toronto 1488c St. Lawrence Boulevard, Montreal

The Hustling $9.00 Line



Here's "sales-urge" for your waist department

The stock that has a good sprinkling of this exceptional $9.00-a-dozen line needs no forcing to show a record of steady sales.

Popular fancy is reflected in every design, and the materials and workmanship are away above the price.

Waists in white voiles and organdies, trimmed with neat embroidery and lace.

Try a few of the new Fall designs and learn the advantages of a line that practically sells itself.

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec

Northway Garments

Coats Suits Skirts Dresses
for
Women Misses & Children

JOHN NORTHWAY & SON LIMITED
TORONTO

SHAPE KEEPING

Say: "FITAFORM"



FITAFORM—*KON-KAVE*
FITAFORM—*GREANADIN*
FITAFORM—BRASINET
DUCK—**PERCALINE**—REPP—P.K. and CANVAS

Plain and Boned Beltings and Foundations for bodice, girdles, waists, dresses, skirts, etc. Made to fit Woman's FORM according to Fashion.

Beautifully Shaped and Curved, No Bulky Darts nor Seams saving time and labor. TRUE ECONOMY, WITH PROFIT to Notion Department.

For Sale at Best Stores and Used by Best Dressmakers
New Numbers for New Fashions.
SEND FOR SAMPLES

GREAN DRESSMAKING SPECIALTIES
32 West 18th Street -:- New York, U.S.A.

Removal Notice

To better take care of our increasing business we are moving on AUGUST 15th to larger and more up-to-date premises, corner COLLEGE and MARKHAM Streets (one block west of Bathurst).

Take Bathurst car west bound at Union Station and get off at College Street, or

College car at the corner of Bay and Front and get off at Bathurst St.

FALL SAMPLES READY TO SHOW SEPTEMBER FIRST.

Standard Ladies Wear, Ltd.
Cor. College and Markham Sts., Toronto, Ont.

THE GENUINE
STROLLER

Trade Mark



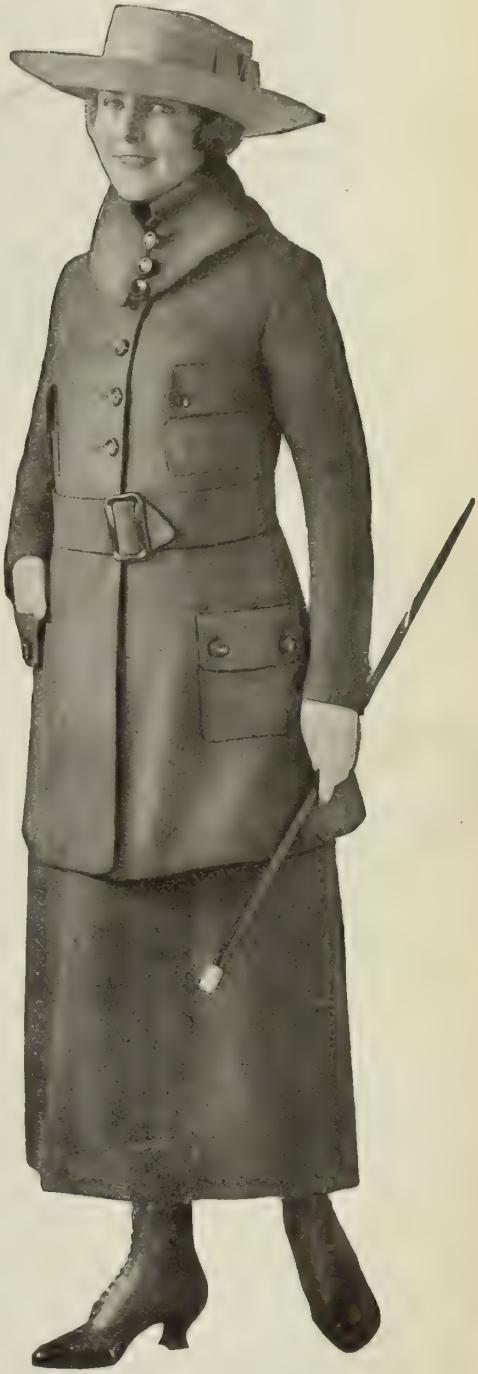
Our brilliant assemblage of Misses' Suits and Coats for the Fall embodies in every detail the Grossman principles of originality and smartness plus an unusual variety of new modes and popular fabrics.

"If it's a STROLLER you know it's 100% Style and Value"

Serge Dresses for the Smart Miss, $9.50 up.

Popular Prices Prevail.

Your inspection is cordially invited.



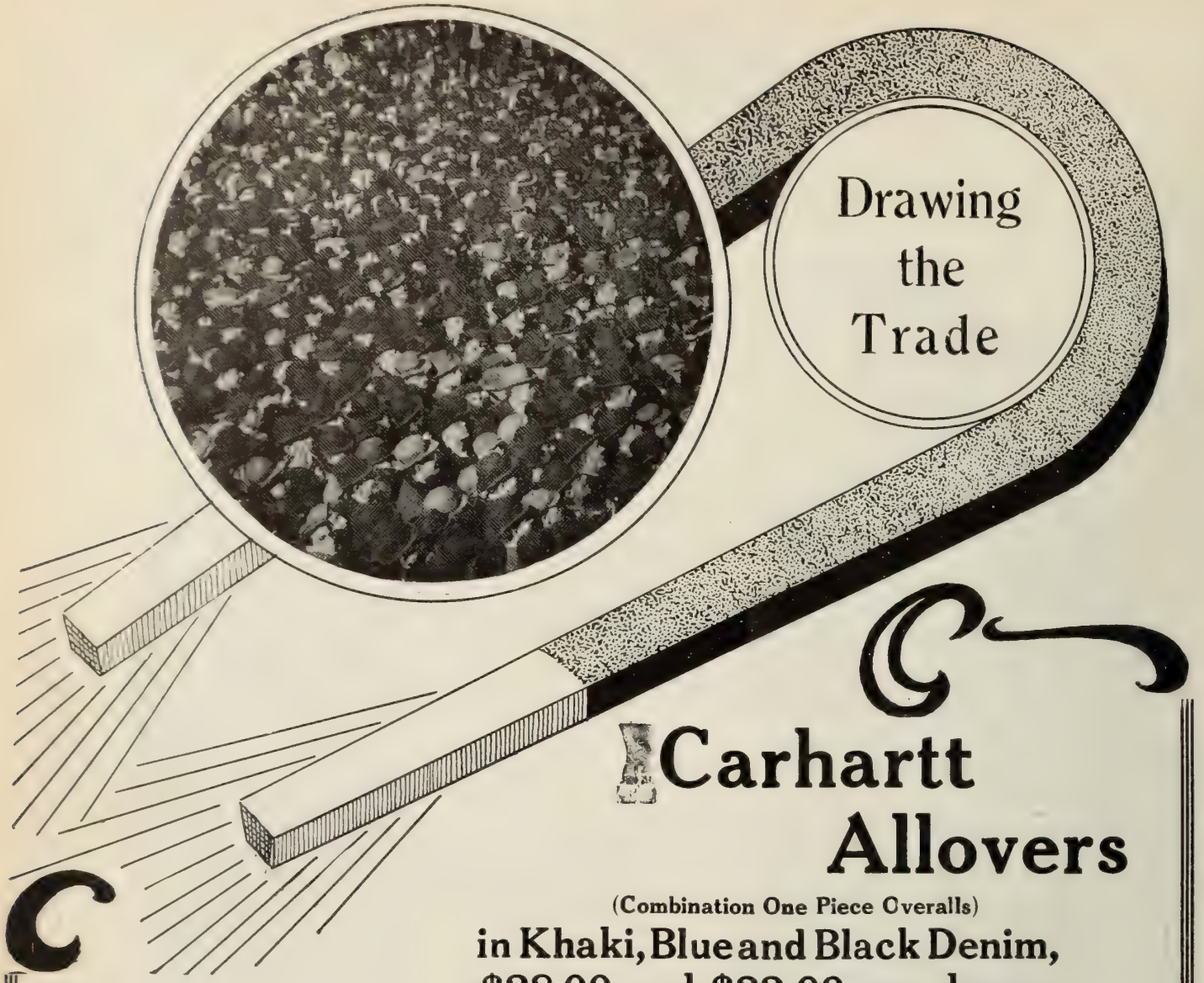
Style No. 858. $10.50.

Style No. 626. $16.75.

I. GROSSMAN & SON

Manufacturers of MISSES' SUITS, COATS and DRESSES

38-44 East 30th Street (Near Madison Ave.) New York City



Carhartt Allovers

(Combination One Piece Overalls)

in Khaki, Blue and Black Denim, $28.00 and $33.00 per dozen.

We are prepared to make immediate deliveries on any of these numbers.

WORKING PANTS

in Cottonades, Khaki and Corduroys. Ranging from $16.50 to $35.00 per dozen.

Order sample shipment of our $16.50 Leader a dark hair-line stripe.

TERMS: 2% 10 days. 1% 30 days. 60 days net

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

The reason why there will be *no advance in prices* of Gossard Corsets

By H. W. GOSSARD

We guessed right—

But, actually, there was no guessing about it, merely a matter of judgment — judgment of vast importance to corset wearers.

Last year we were certain of a continuance of war but, regardless of this fact, there was no uncertainty in our minds that prices on all raw materials entering into the manufacture of corsets would advance.

We backed our conviction with our money and bought raw materials — we utilized our resources and bought more materials — where others hesitated, we bought—wherever a favorable price was quoted on our standard of merchandise. We bought this year's supply of raw materials at last year's lowest prices, and to-day these materials are worth from 25 to 50 per cent more than we paid for them.

This ready money—this volume buying—tells the story. There was no element of chance in it, it was the last word in preparedness.

We have been accused of optimism. Admitted — we are guilty. No argument. Now, we, you, our customers and ourselves, will be optimistic together and cash in—we will benefit alike through this colossal saving.

Many letters have reached us from dealers advising of increasd prices on the part of other manufacturers and inquiring if we contemplated increasing the prices of Gossard Corsets. Happily, we have been enabled to answer, "No, it is not our intention to do so—WE HAVE OUR RAW MATERIALS."

As a matter of fact, the corsets offered for this season are actually so superior that the qualities sold by us at our standard prices create the impression that the prices have in reality been reduced. We believe we are well within our province in stating that in every particular this line is the best ever placed on the market.

Naturally, this unusual offering to the public, over your counters and exploited in our national advertising, will create even a greater demand for Gossard Corsets.

We have the corsets for you, now. Our suggestion is, order now and in such quantities as will adequately care for a big increase in your sales. Your knowledge of Gossard Corsets and your information on this exceptional situation will emphasize to you the timeliness of our suggestion—order now—and "get-a-plenty."

If you have ordered, let me say earnestly—not casually—increase the order.

Canadian Converters' Children's Dresses

Our Garments Represent:

Good Style

Good Fit

Good Materials

Good Workmanship

Our range is large and complete.



Number 3485 D.

The Canadian Converters' Co. Limited.
Montreal

MADE-IN-CANADA

"P.C." Corsets

RUST PROOF

Create sales in your other departments





THAT store which gives its customers corsetry satisfaction, of a consequence secures other sales coincident to the purchase of corsets.

P.C. Corsets have the qualities that give entire satisfaction even to the fastidious women. Flexibility, Strength, Ease, Comfort and Graceful Contour in the Most Correct Styles. The workmanship is faultless and the steels used are rust-proof, break-proof and protected.

Our travellers are now on the road with New Fall Styles which are special values at $8.50, $10.00, $12.50, $15.00 $18.00 and $24.00.

Parisian Corset Mfg. Co., Limited

Quebec, Que., Canada

BRANCHES: Toronto, 84 Bay Street; Montreal, 329 Craig Street West



Patented in Canada

Would you buy combination underwear without an opening at the back?

Then why not buy one-piece overalls with this convenience—a feature found exclusively in our patented one-piece work suit.

It's easy, comfortable and durable, and has all the advantages of separate smock and pants.

No loose coat tails, no binding belt, no tiring shoulder straps. Made like a neat-fitting suit of clothes with concealed elastic patented suspender and patent drop seat.

This Trade Mark Guarantees Satisfaction.

ARM & HAMMER BRAND
SHIRTS OVERALLS
J. A. HAUGH MFG. CO. LTD.

The J. A. Haugh Manufacturing Company, Limited
TORONTO - - - CANADA

The AGB Fabrics
TRADE MARK REGISTERED

ABSOLUTELY GUARANTEED BEST

Buy direct from the Manufacturer

The A. G. B. Fabrics

on yellow boards only.

SUCCESSEURS DE

Albert Godde, Bedin & Cie

(PARIS)

Manufacturers of

Georgette Crepes, Crepes de Chine, Chiffons, Ninons and Novelties

Stock always on hand at our Canadian Warehouse:

Tel. Adel. 3062 64 WELLINGTON STREET W., TORONTO

We cordially invite you to visit us when you are in Toronto for the Canadian National Exhibition.



Mark My Words

Be ready for the biggest season in separate skirts you ever had.

We have been telling you for some time that the biggest season in the history of the Separate Skirt was scheduled for this Fall. We have ample evidence to back this statement.

We have prepared to meet this demand with a display of

STAR SKIRTS

Styled to the Minute

that includes all the new and wanted fabrics and the greatest style variety we have ever shown. See this display now if you would get your share of the big Fall business in Separate Skirts.

STAR SKIRT COMPANY

15-19 EAST 26th STREET, NEW YORK

CHICAGO OFFICE: TEXTILE BUILDING, CORNER ADAMS STREET AND 5th AVENUE

Brophey-Chester Suspenders

Are made from webs woven in our Boston Factory, the output being controlled to insure only freshly woven webs being used. This means when you handle the *Brophy-Chester* line you are protected against poorly woven job webs that mean dissatisfied customers and loss of business to yourself.

Our men will gladly show you through our new line, including Holiday Boxed Goods and Leather Belts for Spring.

The Brophey Suspender Company, Limited

TORONTO

Office and Factory: 472 Bathurst Street Sales Room: 266 King Street West

WHEN IN DOUBT AS TO WHEN OR WHERE TO BUY ANYTHING

CONSULT

DRY GOODS REVIEW

SPECIAL SERVICE DEPT.



THE greater call for goods of practical properties places Mohairs in a prominent position in dress fabric departments.

The qualities of B.D.A. Mohairs—the Mohairs of maximum merit—at once designate them as the Mohairs to feature.

A dress skirt, costume or coat, fashioned of B.D.A. Mohair on modish or practical lines, meets the requirements of beauty and lasting wear.

See that you have adequate stocks of English Mohairs.

You may sell every yard assured that

"B. D. A." means Mohair of Maximum Merit

The Bradford Dyers' Association, Ltd., of Bradford, England





"No more Hot Irons can Press my Trousers"

"No, Sir! NO, Sir! No more hot irons can press my trousers—that scorching heat shrivels the life out of the cloth while the damp steam rots the fabrics.

Here's a Valet that lives in my closet, presses my trousers by the heatless method Free of Charge."

LEAHEY'S

HEATLESS Trousers Press

– presses your trousers by automatic **heatless** method that removes baggy knees, smooths away wrinkles and gives a knife-like crease from belt to boot. A Presser, a Creaser, a Stretcher and a Hanger that keeps them always protected from dirt and moths, all combined in one.

No Operating Expense—First Cost the Last Cost

$1.00 now pays for pressing bills all your life. It is the greatest money-saving, time-saving and labor-saving invention for men since the advent of the safety razor.

A Personal Valet Service For 1 Cent a Month

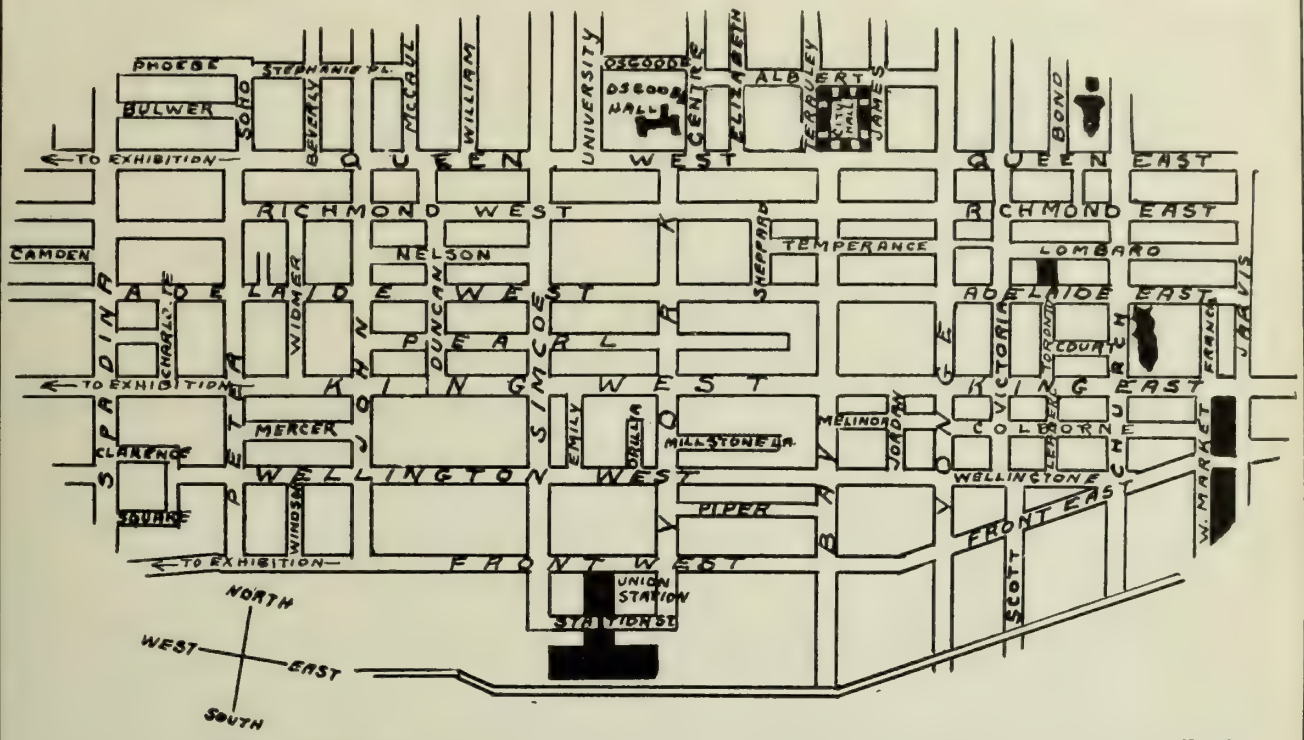
Gives you that prosperous look. No more hot irons that shorten the life of your trousers by burning the life out of the fabric if you use Leahey's HEATLESS TROUSERS PRESS. You will be surprised at the effect on others and on yourself. **Remember, the shoddy man gets the shoddy job.**

FOR SALE BY

Torcan Fancy Good Company, Limited

77 BAY STREET - - TORONTO

Handy Map for Visitors to Toronto



CUT OUT THIS WHOLE PAGE and use it as a convenient guide when making calls in Toronto at Exhibition time. ALL OF THE FIRMS LISTED BELOW CORDIALLY INVITE YOU TO VISIT THEM WHEN YOU ARE IN TORONTO FOR THE EXHIBITION.

Arlington Company, 58 Fraser Ave., take King car west to Fraser Ave.
Belding Paul Corticelli Ltd., 79 Wellington St. W., south side, between York and Bay Sts.
W. R. Brock Co., corner Bay and Wellington St., W.
Brophey Suspender Co., 266 King St. W., cor. Duncan St.
Canadian Hat Co., 620 Yonge St., take Yonge car at Union Station.
Canadian H. W. Gossard Co., at Exhibition Grounds, west entrance, centre aisle, Mfgrs. Bldg.
Canada Veiling Co., Ltd., 84 Wellington St. W., north side, between York and Bay Sts.
Clatworthy & Son, 161 King St. W., south side, between York and Simcoe Sts.
R. H. Cosbie, 22 Wellington St. W., north side, between Bay and Yonge.
Dale Wax Figure Co., 109 King St. E., opposite St. James Cathedral.
Gipe-Hazard Store Service Co., 97 Ontario St., take Parliament car east to Ontario St.
Albert Godde, Bedin & Co., 64 Wellington St. W., Empire Bldg., north side, between York and Bay Sts.
G. Goulding & Sons, 55 Wellington St. W., south side, between York and Bay Sts.
Hamilton Carharrt Cotton Mills Co., 535 Queen St. E., take Broadview or King car east to River Street.
J. A. Haugh Mfg. Co., 658 King St. W., take King car west to Bathurst St.
Geo. H. Hees, Son & Co., Ltd., 52 Bay St., west side, between Front and Wellington St. W.
J. B. Henderson & Co., 437 King St. W., take King car west to Spadina Ave.
Jones Bros. & Co., 31 Adelaide St. W., south side, between Yonge and Bay Sts.
Lace Goods Co., 64 Wellington St. W., Empire Bldg., north side, between York and Bay Sts.
John Macdonald & Co., 21 Wellington St. East, south side, between Yonge and Church Sts.
National Cash Register Co., 350 Christie St., take Dupont car. Also at Exhibition.
John Northway & Son, 91 Wellington St. W., south side, between York and Bay Sts.
Specialty Paper Bag Co., Wrigley Bldg., Carlaw Ave., take King car east to Carlaw Ave.
Standard Ladies Wear Ltd., cor. College and Markham Sts., take College car to Markham St.
Torcan Fancy Goods Co., 77 Bay St., east side, between Wellington St. W. and Melinda St.
Westlake Bros., Ltd., 24 Wellington St. W., north side, between Bay and Yonge Sts.
A. Wyerstall & Co., 145 Wellington St. W., south side, between York and Simcoe Sts.
Wrinch, McLaren & Co., 77 Wellington St. W., south side, between York and Bay Sts.

To the Trade August, 1917.

Come And Visit Us

The great number of successful merchants doing business with us is a living illustration of the value of our goods and our superior methods in buying and selling. It is no exaggeration to say that many of our customers are among some of the most prominent men of to-day.

The great movement of merchants and their buyers is towards our warehouses to see the progressiveness of our business. We are, therefore, expecting a call and will be prepared to show you through our different departments and demonstrate to you the advantage of doing business with us.

We want you to make yourselves at home in our warehouse and shall be delighted to do anything in our power to help you to do so.

WE WELCOME YOU.

John Macdonald & Co., Limited

Wellington Street East - - Toronto

SELLING VALUES OF WINDOW DISPLAYS

(Continued from page 55)

plain window signs and good goods, and the result will be that they will draw much business.

To be successful as an advertiser, the merchant must change his windows often. If business is being done in a small town, once a week will generally suffice. It should be borne in mind that anything put in the window is very apt to be injured more or less by the light, and the most delicate things should be protected as much as possible. If for no other reason, it would be well to change windows often on this latter account.

Change Windows Often

If the merchant were paying good money for advertising space in a newspaper he would not think of allowing it to remain vacant for weeks at a time. yet some dealers leave window space display empty, or worse. Often it is more the result of thoughtlessness than of anything else, but it should never be allowed to occur. The windows of a store should be recognized as an index to the contents of that store—not all at once, but week by week. They should show one line at a time, but they ought to cover the whole stock by degrees.

In dressing the windows, there are many little tricks in combining various lines of goods which will result in sales of the combinations where the individual items would not have attracted attention. Such plans are often of value in getting rid of unsaleable goods. But it should be emphasized that whatever is done in this line, it should be made plain to the people what they are getting and what it will cost. The price has much to do with the selling.

Rights and Wrongs of Display

That it pays to display goods in show windows, has been established, but there should be unanimity of opinion also as regards the rights and wrongs of display. The right way is to put in only one kind of goods at a time, and not to think that because a great variety of goods are stocked that they must be put in the window for fear people will not know that the rest are in stock. A window full of one class of goods will make a greater impression on the passerby than a combination of the various varieties stocked in the store, and in fact, the combination window would probably never make any sales. One thing at a time is about all that most of us are capable of taking in intelligently, and if there is any doubt as to the planning of a window, its effect on any one individual should be taken as an example of its effect in general.

A window should compel attention, it should arrest the eye, and make the passerby look again for some specific reasson. One of the easiest and simplest reasons will be because there is only one kind of goods in it. There may be a big lot of the same kind of goods, or only a few, but if there is only one kind, one good clear impression is conveyed, and it is not forgotten.

Positive and complete rules cannot be laid down in making a display of any kind of goods, as much depends upon the neighborhood. location of the store, and the shape and size of the windows. But goods suitable to the different seasons of the year can be used, and to help to do this systematically and intelligently, a calendar of window displays throughout the year should be kept.

HOSIERY

(Continued from page 39.)

goods and labor make it possible to turn these out at a figure that would produce a fair amount of sales. Some have brought out a very limited quantity of the better class line for such of the trade as demanded these, no matter what the price. The rest of the output was made up of lines under new names or new numbers that they were compelled to make, a much poorer quantity and lighter weight than the earlier ones, but ones that could be sold at a fair price in competition with the other poorer quality lines.

A Limited Allotment

There has been forced also on the manufacturer, and more so for next spring than for this last spring, a limitation of the quantity of goods that he could sell to the wholesaler or the retailer. In ordinary years if the customer chose to order two or three or four times as much as his regular supply, the order was accepted. One year ago when the scarcity in knitted goods was certain to be extreme, some jobbers and retailers started plunging and a few manufacturers accepted their orders and found out when they had gone half way through the list that they were sold to the full extent of their capacity. In some cases they let it go at that, and disappointed the rest of their customers. Others went on accepting orders but limited the balance and found that they were slow in delivery. Others still trusted to chance and went on accepting orders to the end of their list. These last when it came to delivery were very far behind and in some cases did not deliver more than 50 or 60 per cent. of what they had agreed to do. Then the next season comes round and they find that their customers expect them to deliver the balance of the order taken for the previous season and at the prices that ruled one year ago. One manufacturer is in a position of this kind. He is able to take scarcely any orders for the new season at the new and higher prices because he is already bound up to his customers to deliver them the balance of the previous season's goods which he had been unable to do, and he will be forced to do this at the prices that ruled then. Under these conditions his profits will be wiped out for the full season.

Instructions to Travelers

For the coming year then there is scarcely a manufacturer who does not say to his travelers, "You can only sell such and such a number of dozen of this line, and a certain number of dozen of that, and when you have finished taking orders for these you must stop." More than that they make up a list of customers, go over the average purchases they have made for the past seasons, and allot to them their proposition, based on previous orders they have given. Beyond this allotment they will not go and forbid their travelers to go.

Increase Equipment

Now as to the amount of knitted goods that will be sent out for next year compared with the previous year. The labor situation of course is bad. Not only is it more difficult to get help but the quality of the help is not as good as the experienced hands they had before, and so the output of these employees is less. However in a good many cases the number of machines has been increased or improvements made that make up partly at least for the lessened help or its poorer average. A number of extensions have been made in mills so that the output for next year, unless labor conditions get very serious, probably will be nearly as great as it has been for several years past. To offset this—for the retailer—is the fact that the sources of supply connected with the States and England will be less than they were before.

VARIETY IN FALL NECKWEAR

(Continued from page 63.)

white satin with black satin knot under the front corners. This would be especially good for street wear with a flat-collared suit or coat.

Neckwear Important

While there is much variety offered, Toronto manufacturers are only now beginning seriously to prepare their Fall ranges, and of the many designs offered they cannot tell yet which will take the lead. All show great confidence in the high collars, however, but do not see any evidence of it being likely to replace flat collars. They hold to the opinion that the stock and jabot is for street wear, and will be removed indoors, where freedom and comfort are of prime importance. Excellent business is in operation at present, and a good Fall season is anticipated.

English Gloves For England

Almost all varieties of fabric gloves are now being manufactured in England and Scotland. About 90 per cent. of the fabric gloves sold there are made at home. The balance come mostly from Japan. The Japanese article can be retailed at 25 cents a pair. The English product is of better quality and retails at between 50 and 75 cents a pair.

D. M. Chambers & Co., clothing, etc., Ottawa, Ont., have sold out.

A. S. King Co., Ltd., Toronto, has changed name to A. S. King Silk Co., Ltd.

Miller & Berger Cloak and Suit Co., Toronto, has been succeeded by Crescent Cloak Co.

VEILINGS

Heavy Embroideries Give Place to More Delicate Designs This Year—Embroidered Polka Dots on Sports' Veil.

IN Fall veilings the indications of last month are developing. Smart narrow borders of tailored suggestion are meeting with greatest approval. The plain hexagon mesh, with border of chenille dots or small gold design, are the big sellers. Where larger designs are permitted or in any type Fall over pattern, the newest designs are very fine. The very heavily embroidered veils are not shown this year so far. In the more delicate designs, however, many novelties are offered. There are landscapes, scroll and floral effects, birds, bees and butterflies, but all are finely embroidered or woven. Embroidered polka dots of goodly size are seen on some of the late sports veils.

A military note was strikingly carried out in a chiffon veil seen in one of the exclusive New York shops. The effect was gained by using gold braid on white, navy or French blue fabric. This veil may be used to trim a hat, to fit around the throat, or to tie band-fashion across the forehead as has been done at shore resorts.

Grenadine and Georgette with heavy borders constitute a larger item than ever for Fall and their importance is to be expected until the last list of war fatalities occurs.



NOVELTY FALL BUTTONS

Centre: Novelty 2-piece pearl buckle; sides: Small trimming buttons in hand-painted pearl, glass (barrel shape) and pearl with ivory; below: Left, natural ivory-nut polished coat button. Centre and right: Celluloid coat buttons colored centres, dark rims. From A. Weyerstall & Co.

LACES

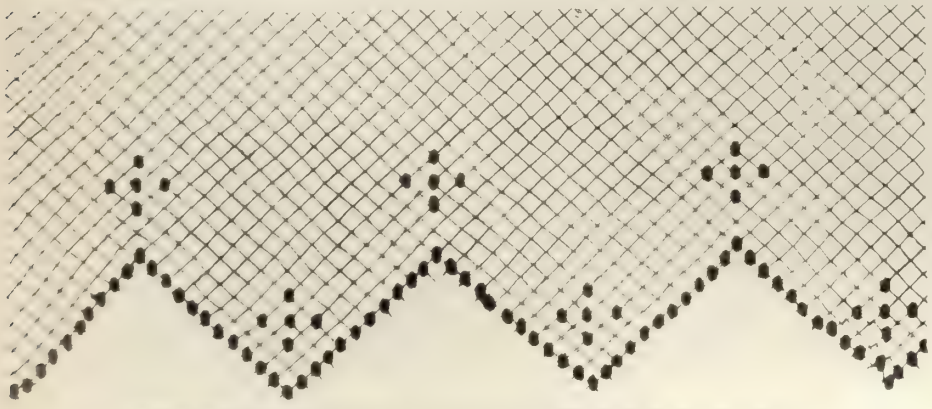
Another Good Season for White and Metallic Laces, Also Nets and Gold Cloth.

ANOTHER Fall and Winter season of vogue for nets and laces is under way. Laces of every available kind will be used. Dainty silk underwear, negligee attire, neckwear, and frocks for young and old use laces in quantities. Filets are losing none of their popularity. In fact, in Canada they seem to be climbing up steadily into public notice, though they never have taken up the attention here which they have in the United States. Perhaps their present acceptance in Canada is stronger than it ever has been before. The demand for Val, Venise and Oriental laces of the various widths is good, and for jabot neckwear, both narrow and 10 to 14-inch widths have call. When the narrow laces and edgings are used, the collar is frequently of plain or tucked net. Cotton laces are in much greater favor than silk for this purpose, since they launder so much better.

Metallic Effects Again

Metallic laces and embroideries and gold and silver cloths promise to be very popular again. They will be utilized along with white nets and laces in very many of the daintiest evening gowns. One new model recently displayed at Simpson's was constructed of alternate bands, about five inches deep, of plain filet and rose point net. From the straight neck, back and front, hung a jumper bodice, with apron effect, made of beautifully embroidered filet. A loose girdle of white silk indicated the waistline by running in and out through the aprons. With laces in such good favor, nets, of course, will be important also.

Tinted shadow laces embroidered in tinsel thread, with small crystal beads caught in the meshes, were introduced recently by one of New York's Fifth Avenue shops.



SPLENDID FOR THE TAILORED LADY

Fine square-mesh veiling with neat chenille dot border. Shown by Thompson Lace & Veiling Co.

LEATHER GOODS

Soldiers' Gifts, Toilet Cases and Hand Bags the Big Lines For Fall Trade

LEATHER articles for the holiday trade follow similar lines to those shown last year. Soldiers' gifts are important but the restricted baggage which they are allowed to carry does not provide for much in the way of novel gifts. Mirrors, sewing kits, brush and toilet cases, portfolios, money belts, photo holders, medicine and toilet cases and tobacco pouches cover the line pretty thoroughly. The only variation in these is some new shape or combination of fittings. There is an occasional new finish on the leather used but the more familiar blacks and browns are preferred for soldiers.

In general gift articles more variety finds place. Larger and more fittings than in soldiers' gifts are to be had in the higher class toilet roll-ups, and as described in last month's DRY GOODS REVIEW, ivory, pearl, fancy linings, colored leathers and bag effects provide a variety of attractive articles at almost any price.

Big Run on Leather Bags

Leather hand bags are looked upon once more as forming a very big proportion of the holiday leather trade. They are appearing in scores of shapes and are designed for use with any type of costume. There was a time when the leather hand bag was not permitted with a dressy afternoon costume but that

time has passed for there are bags that are quite as dressy and intricately cut as any French gown. One soft pleated Morocco bag noted in a Toronto house the other day had a panel set in both sides all of tiny folds of the leather and piped with it. Another had a pointed yoke effect edged with a real double frill of the leather. A third was caught into a long tassel. And so one might continue describing bags for any length of time for scarcely two are alike. There is a predominance of covered and dull-finished frames, however, and the average bag is of medium size rather than very large or very small.

Strap handle purses are still liked and many smart curves and corners are to be found on them. These are especially suitable with the tailored street costume and since it promises to be a feature of Fall fashions it is quite likely that neat purses will sell readily.

TRADE NOTES

J. E. Masse, dry goods, Montreal, Que., is dead.

Broadway Millinery, Montreal, Que., has dissolved.

St. Lawrence Hat and Cap Co., of Montreal, Que., has dissolved.

National Ladies' Wear Co. has dissolved, C. Michel registered.

Point Supply Co., dry goods, Montreal, Que., has been dissolved.

D. C. Smith, dry goods, Lynden, Ont., has been succeeded by A. J. Smith.

F. A. Bickley & Co., wholesale dry goods, has been registered at Montreal.

Glove and Mitt Company of Canada, Ltd., has been incorporated at Montreal.

Victor Glove Company, Ltd., has been incorporated at St. Catharines with a capital of $50,000, to manufacture and deal in silk and cotton goods.

Peter Purves, who for five years has conducted a combined dry goods and grocery business at West Lorne, Ont., is retiring from business and selling out.

Beaver Knitting Mills, Limited, has been incorporated at Alton, Ont., with a capital of $350,000 to deal in wool, cotton and other textile material and to manufacture products thereof.

Hamilton, Ont.—Barnes Knitting Corporation of Canada, Ltd., has been incorporated at Ottawa with a capital stock of $10,000 to manufacture wearing apparel of all kinds.

Toronto, Ont.—Lieut.-Col. J. B. Rogers, connected with the Rogers Frankfort Company of Toronto, has been awarded the D.S.O. "for leading his battalion with great tactical skill in a difficult situation" at the front.

Begg & Company, Limited, has been incorporated at Hamilton, Ont., with a capital of $100,000 to carry on general manufacturing business and deal in clothing, furnishings and ladies' ready-to-wear clothing.

The Kingston Hosiery Co., has this month received orders for 12,000 dozen hosiery for the French government; 35,000 dozen for the United States government and a big order for the American army for military glove cloth, which will entail the use of fully 100,000 lbs. of yarn.

London, Ont.—Penmans, Limited, announce the opening of a new mill here employing 75 hands. The work of the mill consists of finishing the underwear which is made in Paris and elsewhere and also in knitting hosiery. The opening of the local mill was done in order to relieve the strain on other Ontario factories where the labor shortage is acute.

F. H. KEATING—A NEW DIRECTOR

The W. R. Brock Co., have announced the election of F. H. Keating, Halifax, Nova Scotia to the Board of The W. R. Brock Company, (Limited), Toronto, Montreal and Calgary, succeeding A. C. Cumming of Montreal who has been obliged to resign on account of ill health.

Mr. Keating started his career in the Dry Goods business when 13 years of age with the well-known old firm of T. & E. Kenny of Halifax which later became Kenny & Co., and about 15 years ago went into voluntary liquidation. He then joined the travelling staff of The W. R. Brock Company and has represented the Montreal House ever since.



T. H. Keating, elected Director The W. R. Brock Co., Ltd.

When he reached the age of 20, Mr. Keating got his first experience on the road travelling successfully Prince Edward Island and The North Shore of New Brunswick for two years and was then transferred to the territory in Nova Scotia which he has been covering ever since.

Altogether his experience as a traveller covers a period of over 23 years. It dates back to the time when the best business of his old firm was obtained from a territory where there was no railroad, necessitating driving in a coach with from 8 to 12 trunks over 250 miles twice a year.

No one is better or more favorably known among the trade in Halifax and Nova Scotia generally, in fact one might say through the Maritime Provinces.

Mr. Keating is one of those rare characters that "wears well,"—to know him is to like him and the better you know him the better you like him. He quickly gains the confidence of all those he comes in contact with and never loses it. No traveller has a finer lot of friends than Mr. Keating so we feel all will rejoice to learn of his new success.

INDUSTRIAL NOTES

Listowel, Ont.—The Perfect Knit Mill Co. will build a factory here.

St. Lambert, Que.—This town will get a cotton and textile plant, if the people will vote the company a bonus of $95,000 and a tax exemption for twenty years. About seventy-six acres have been acquired as a site between Lapiniere road and the G. T. R. tracks.

Montreal, Que.—Confirmation of the rumor reported that the Dominion Textile Co. was interested in the alleged cotton mill project for St. Lambert, was received in an interview with F. G. Daniel, the general manager. The company contemplates the erection of a mill with an installation of 100,000 spindles and 3,000 looms. It is expected that the number of hands employed would range from 1,500 to 2,000. The cost of the undertaking, including the machinery, based on pre-war prices, will be about $2,750,000.

$1,000,000 UNDERWEAR ORDER

THE United States Government has offered to contract for 50,000 dozen suits of cotton underwear in Canada, to cost about $1,000,000.

At a recent meeting of the Canaidan Knit Goods Manufacturers' Association at Hamilton, all that could be accepted was 30,000 dozen, but further orders are in sight and likely to be taken. On all of these goods made for export the Government allows a refund of 99 per cent. of the duty paid on the raw material which is the case with cotton yarn.

MAP FOR EXHIBITION VISITORS

A number of readers will undoubtedly visit the big National Exhibition to be held in Toronto, Aug. 25-Sept. 10. For the convenience of Exhibition visitors a map of the business district of Toronto, with a list of Toronto firms and directions how to reach them, appears elsewhere in this issue. The use of the map will save considerable time, and prevent inconvenience to visitors during the busy Exhibition period.

DEATH OF LOUIS SCHLESINGER

DRY GOODS REVIEW HAS received the following notice from Louis Schlesinger & Co., New York: "With deepest sorrow, we wish to inform you of the death of our Mr. Louis Schlesinger, the senior member of our firm, on Saturday, the fourteenth day of July."



Letter from our Paris Correspondent



WHAT THE NEW YORK STORES ARE SHOWING

New Shade in Silks—Rare Linens—Novel Gowns—Smart Blouses—Striking Bags All Gathered For Milady at the Big Stores From Countries Far and Near.

STAPLE dark shades of silk for Fall are very prominent, nevertheless some new bright tones are finding much favor. Wanamaker's announced showing of silks in the new sports colors, Poinciana Regia.

Poinciana Regia, they comment, is a crimson flowering tree which grows in profusion about the avenues of Honolulu. It is gorgeous beyond description and is a sight for travelers, who go in raptures over its brilliant coloring. This new color is shown in silk jersey, chinese Shanghai, milinery velvet, faille, taffeta and gros de Londres.

Rare Linens and Laces

Lord & Taylor, are showing a number of splendid examples of fine Belgian needlework.

In the collection are laces and linens over 250 years old, a banquet cloth, table cloths, scarfs, center-pieces, and doilies, which were time-honored family heirlooms, their last holders being at last compelled to part with them, due to financial reverses by the war.

The most expensive piece in the collection is valued by the store at $4,750. It is a table cloth, adorned with rose lace. The head of this department is authority for the statement that the collection now being shown totals $150,000 in value.

R. H. Macey & Co. had an advanced showing of Fall silks featuring satins and taffetas. Among the numerous attractive designs are new block effects with colored bands, or what is termed regimental stripes. Blue and red, blue and gold and numerous other Fall colorings and combinations are shown.

The "Cavalry Dress."

Gimbell's Philadelphia, are featuring the "cavalry dress" as something new, and described it as narrow at the feet, pouched above like a cavalryman's trousers. Looks tight, feels loose. A bit long-waisted. And there's a fascinating wide girdle. Colors are black, blue, mole gray or amethyst and the price is $25.

Shimmering deeply colored dresses for Fall is the word that comes to Gimbel Bros., and they are showing models at $25 in dark green, grape, Antwerp, blue, navy and black.

Beige is by all odds the most popular trimming color for Fall blouses. It is seen combined with practically every shade.

Many cuffs on Georgette blouses are cut with points extending over the hands and are lined in contrasting colors.

The interest of the little tots is being aroused in the children's shoe department of Jordan, Marsh & Co., Boston, Mass., by saleswomen dressed in gay one-piece dresses with yellow color on which are stencilled the figures of ducks, birds, etc., designed to attract and amuse the tiny customers.

Wanamaker's, are showing a new sports blouse that buttons all down the sleeve. It is of heavy ramie linen, and there is no stiffening in it. This Russian blouse is entirely French in its V neck in front and the opening made by way of the buttoned and buttonholed sleeves. It has crochet buttons and a piping of white.

Beginning July 19th, no middy blouses are permitted to be worn by employees of R. H. Macey & Co. No exception is made in the dress regulation for Saturdays.

Surplice Skirts.

Surplice draped skirts retain the straight line silhouette and are very effective.

Steel beads, both steel colored and tinted, are replacing beads of colored glass.

Macey's are featuring a new daisy handbag, made entirely of large white satin daisies with sunny-eyed centres of gold chenille. Nature's own color scheme is used in the handle of gold grosgrain ribbon which threads through silk crocheted crossbars of green. The bag is lined with green silk and fitted with purse and mirror.

Bags From Paris.

Wanamakers are showing a collection of beaded bags from France, and state that all Parisiennes are carrying these bags. A charming bag is the color of Chinese Shantung and has a festoon of berries and leaves, and a shell pink lining of silk. It is a large and useful bag with drawstrings and quaint fringes.

A truly ravissante bag is of crystal beads with rose and blue flowers and green foliage; this is especially suitable for the evening.

The most beautiful sacs are $20 to $72. There are also a large number of simpler bead bags in darker colors with flowers at $8, $10 and $15.

NEW IDEAS IN FALL COATS

(Continued from page 82.)

en as an indication that a good demand is anticipated for the better class garments. One manufacturer stated that the average retail price of the coats this fall and winter would be between $35 and $45. He said to DRY GOODS REVIEW, "Women are still earning more and spending more money than ever. It is the fashion now to work and the money is in very many cases earned by young women of well-to-do families, who stayed at home before the war and had a comparatively small allowance from their parents. This money which they now get is just that much extra to spend and with it they are buying good clothes. I should not be surprised if many of these girls will want to remain at work after the war is over in order to keep up the taste they have indulged in, for expensive dress."

Another prominent manufacturer emphasized the point that because there was no certainty or even probability in some cases of him being able to duplicate the materials in price, design or quality which he used in his first fall offerings, he could not give any hope of filling repeat orders. Many makers are in a similar position.

STOP EXPORT OF U.S. COTTON

A report has been prepared for the approval of President Wilson recommending that cotton, of which the South produces a tremendous crop, shall be placed under the restrictions of the Exports Council along with a number of other articles. Figures recently published showed the tremendous increase in the exports of cotton to neutral countries, accused of supplying Germany.

C. Michel & Bros., women's wear, Montreal, Que., has dissolved, C. Michel registered.

PARTNERS SINCE YEAR BEFORE CONFEDERATION

House of Manchester, Robertson, Allison, of St. John, N.B., Founded in 1866—Two of Original Partners Still Active in Business — Customers Called Twice a Year.

OVER half a century of activity in the business life of St. John; a rise from a small beginning to a position of commanding influence, and a business which, to-day, ranks as one of the leaders among the bigger Canadian houses, wholesale and retail; such is the record of the firm of Manchester, Robertson, Allison, Limited, of St. John, N.B., which last April celebrated its fifty-first anniversary.

Fifty-one years ago, in 1866, one year before Confederation, a modest store with a thirteen-foot frontage, was opened in Prince William street. An equally modest sign in the front window informed the passing citizens that three young men, who were already known as men of experience in the dry goods business, had embarked on a venture of their own and were prepared to provide their customers with the best of goods in their line.

This was the inception of a business which, during the last half-century, has grown to such proportions that the firm's name is a household word throughout eastern Canada, for the three young men who on that day opened their first store were James Manchester, James F. Robertson and Joseph Allison.

"Great oaks from little acorns grow," says the proverb, and evidently the same applies to commercial houses, for so well did the firm prosper, that in a short time it was decided necessary to move into more commodious quarters and larger premises were secured in Market Square. A business in which expansion seemed to be the order of the day, soon demanded even more space and a more commanding location, and so it was that a third move was made, and the firm entered the main retail business district in King street, and took over what is still the main building of their establishment.

Fire of '77 Stopped Nearby.

The great fire of 1877, which wiped out nearly the entire city, was stopped but a few yards to the south of M. R. & A.'s establishment, and their business was one of the few which was able to keep going, thus preserving their record of uninterrupted progress.

The demands of a continually growing business soon made more room necessary. A large building in Germain street, connecting in the rear, was taken over and remodelled for the carpet and rug department, and, later, the adjoining building was added for the use of one of the wholesale departments. Furniture, the only line apart from dry goods and men's furnishings carried, was added to their stock, and, for this, a large building in Market square was purchased. Warehouse accommodation was necessary and a building in Prince William street was taken over. The retail departments kept calling for more room, and the large store in King street, two doors above the main building, was purchased and remodelled to suit their purposes, being connected in the rear with the other buildings. Soon afterwards, the intervening building was secured and incorporated in the establishment. Another large addition was made by the construction of an addition in the rear, which houses the offices and some of the other departments.

Customers Semi-Annual Visits.

The record of the firm has been one of continued progress. The house has grown with the city. In the old days of sailing vessels and when railway communication was still undeveloped, goods were slow in arriving, and country customers would pay a visit to the store but twice a year. The facilities gained by the extension of railways and, later, the founding of the winter port, with the consequent development of water transportation in all directions, have benefited none more than Manchester, Robertson, Allison in the extension of their trade. It is well known that imported goods can be delivered at St. John more cheaply than at any other port on the Atlantic coast, and this has proved an advantage.

Invested in Local Industries.

Other causes than these, however, have contributed to give the big mercantile house the prominent and almost unique position it occupies today in the Maritime Provinces. The men who founded it, by their sterling character, integrity and sound business methods, won the confidence of the public and this has proved one of their greatest assets. This attitude has been mutual, and, as the firm prospered, they invested heavily in local industries, in this way helping to build up the city which has made their business. The members of the firm also have been notable for their generosity toward all public and charitable schemes and institutions. Today the name of M. R. A. is a household word throughout the lower provinces, and the business stands as one of the city's finest monuments to the value of clean business methods and the soundness of the principle of the square deal.

Several years ago when the business was incorporated, the senior partner, James Manchester, retired from active participation in the business, although still deeply interested in it. At that time the older employes were given an interest in the business.

To arrive at the golden anniversary of the founding of a business with the three original members of the firm still alive, and two of them still actively engaged in the management of its affairs, is a record which is most unusual and probably is without parallel in history of the mercantile life of the Dominion.

CLOTHING DESIGNS CURTAILED

AT A recent meeting of representatives of woollen and worsted manufacturers with the Commercial Economy Board of the Council of National Defence at Washington, suggestions were made regarding economizing in clothing specially in connection with 1918 styles. Patch pockets, flaring skirts, cuffs on coats and trousers, long sack coats and unnecessary pleats and other frills will be eliminated if the suggestions become effective.

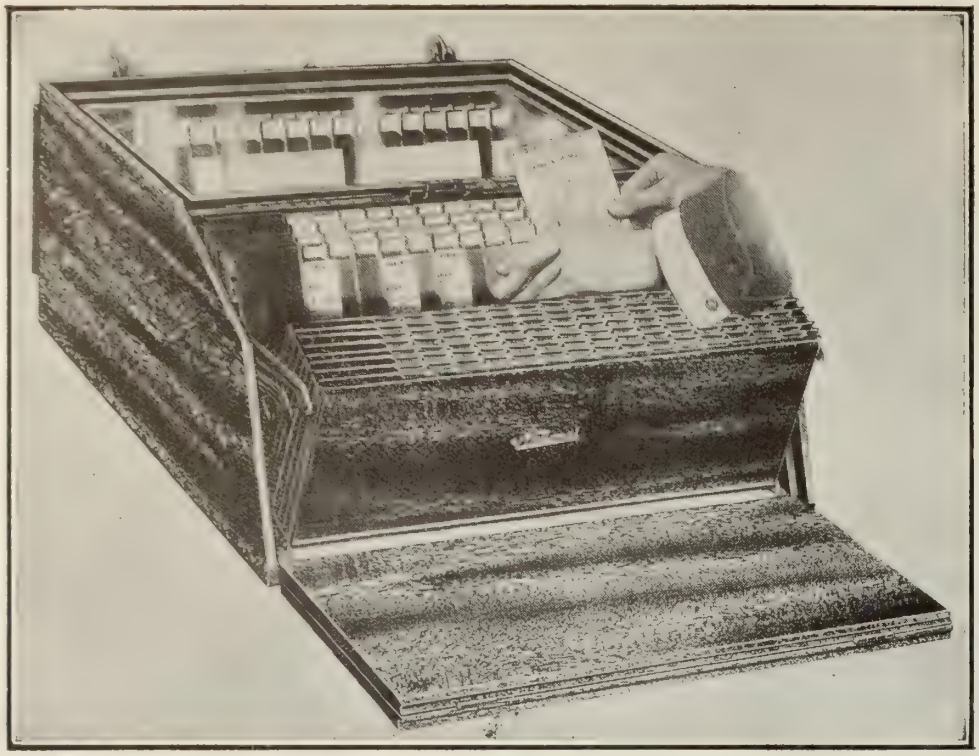
The conference was called to consider the possibilities of war economy in wool. No effort will be made to discourage the sale of goods made up in existing styles, on the contrary the Board considered it would be deplorable waste of garments already manufactured. Whatever campaign is launched will be confined to next year's output for the threatened shortage of wool for next year is causing grave concern, and the board expects its program to be of material assistance in making up some of the deficiency. It is planned not only to save the cloth which ordinarily goes into unnecessary ornamentation, but through the reduction in number of design it is hoped to relieve the shortage of labor. In many cases it is estimated that the number of staple designs in clothing can be reduced by 30 per cent.

GERMAN DYESTUFF COMBINE

FROM Switzerland comes a report that a great dye cartel or industrial combine has been organized in Germany with a capital of $250,000,000, embracing all the manufacturers of dyestuffs in the country. The purpose of this organization is, after the war is over, to embark upon an industrial war in order to regain for Germany the trade in dyestuffs which she has lost. The attempt will probably fail. In Britain, in France and in the United States the war has stimulated the production of dyestuffs, and this industry is so closely related to the production of war material that the governments of these countries are determined not to permit Germany again to secure a monopoly in that line.

$5.00 FOR CHEAPEST SHOE NEXT YEAR

ONE of the largest footwear buyers in Toronto stated to DRY GOODS REVIEW that where shoes are selling this Summer at $3.00 up, next year they will start at $5.00. "Nevertheless, $15.00 to $18.00 shoes have sold well this year," he added.



NATIONAL CREDIT FILE

—*An Accepted Success*

Already a large number of National Credit Files have been sold. We are daily receiving letters of endorsement. We are convinced our new File is the best system devised for keeping charge accounts. The following are a few of the outstanding features:

(1) Permits quick balancing of charge and received on account slips.

(2) Provides a safe place for petty charge slips.

(3) Proprietor has personal control over all charge accounts.

(4) Removes temptation.

(5) Compact fire-resisting, enamel-finish cabinet. No chance of losing charge slips as they are locked as securely as in a safe

The National Credit Files are made in different size units to fit any business whether the accounts number fifty or five thousand.

It is of the utmost importance for every merchant who does a credit business to investigate this new File.

Write us to-day and we will see that a demonstration is given you by one of our representatives.

The National Cash Register Company of Canada
LIMITED
CHRISTIE STREET
TORONTO

COUPON

NATIONAL CASH REGISTER COMPANY OF CANADA, LIMITED.

Please send me further information concerning your new Credit File. This request places me under no obligation.

Name .....

Address .....

Business .....

No. Charge Accounts .....

Seamless Hosiery

with NARROW ankle

At last it has been done! Hosiery machines have been invented to knit seamless hosiery with a narrow ankle, a perfectly turned toe, and a full fashioned calf.

Mercury Hosiery

is knitted on these new machines. The minute you see it, you'll realize its big selling possibilities.

No up-to-date merchant needs to be told that hosiery with the narrow ankle that fits without a wrinkle will be popular.

And a toe that fits without bunching is another big feature that women will appreciate.

The shape is knitted into Mercury Seamless Hosiery—not stretched into it while the hosiery is wet.

The high, soft finish is equal to those fine celebrated lines formerly imported.

The values are excellent, considering the present market.

See Mercury Fashioned Hosiery before ordering Black Cashmere, Black Lisle or White Lisle Hosiery.

Mercury Mills, Limited

Hamilton, Canada

Also makers of Men's High-Grade Hosiery and Underwear for Men, Women and Children.



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BUYERS' GUIDE

Condensed Advertisements

UNDERWOOD TYPEWRITERS — MODERN visible machines equipped with such improvements as back spacer, bi-chrome ribbon, tabulator and automatic ribbon reverse. Five-year guarantee. Sold for cash or payments. Free trial. Send for proposition to-day and save more than half regular price. Address—Arthur O. Secord Co., Limited, Dept. 3, Brantford, Ontario.

SITUATION WANTED

SALESMAN COVERING WESTERN CANADA Port Arthur to Vancouver wishes to get in touch with manufacturers of dry goods specialties desiring representation direct to retail trade. Address Box 117, Dry Goods Review.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Mending Wool

of all kinds. For jobbers only.

Manufactured under customers' private brands.

Guelph Mending Yarn Supplies

Gueiph Ontario

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada

TORONTO

When You Want Boot and Shoe LACES

I have in stock, both bulk and banded in pairs, round, tubular, flat, all colors; also Leather Laces.

E. W. McMARTIN

45 St. Alexander Street Montreal

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

WINDOW DECORATIVES

Latest creations.
Secure details.

Send for our extensive catalogue.
Dept. Z.

DOTY & SCRIMGEOUR SALES CO., Inc.
74 Duane Street New York City

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION RAYNSTERS"

Made in Canada

Our salesmen have started out with a full range of "Dominion Raynster" samples for 1917-18. We believe the showing is the finest ever made in Canada. No Ready-to-Wear store can afford to place an order for next Spring's business without first seeing the "Dominion Raynster" line.

"Dominion Raynsters" are strictly "Made in Canada" garments and represent the newest designs and styles for men, women and children.

If our salesman does not come your way, please advise our nearest branch, where your letter will receive prompt attention.

Canadian Consolidated Rubber Co., Limited

HEAD OFFICE: MONTREAL

Service Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Kingston, Belleville, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver, Victoria.



Beldings

MADE IN CANADA

Beldings Ribbons wear and wear—do not rot or tear

Less Weighting —More Silk

Beldings Ribbons stand up under stress of wear, and do not deteriorate in value on your shelves. Less weighting and more silk is the secret of Beldings values.

Beldings Ribbons are full 18-yard pieces, and every inch of that 18 yards is the best for the money.

Beldings labels ensure you maximum ribbon quality and value, also improve your profits.

It is unnecessary to say another word to ribbon buyers who lead and want to continue to lead.

If you haven't received one of our Miniature Ribbon Shade Cards, let us know. We want you to have one.

Belding Paul Corticelli

Limited

SALES OFFICES:

Montreal Toronto Winnipeg Vancouver

We make Corticelli and Beldings Crochet, Darning and Sewing Silks.



DRY GOODS REVIEW

VOL. XXIX. No. 9

September
1917



Featuring
Store Equipment and Furs

THE MacLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO, CANADA



Favorite styles of Master Designers

A certain and definite reliability—Original and Distinctive

LEFT: Tailored Coat style No. 112910. High grade Bolivia cloth. Full lined with peau-de-cygne. Colors: 1165 Wistaria, 1354 Navy, 1355 Brown, 1356 Green, 1358 Taupe at, $31.50. RIGHT: Kenyon Tailored Suit style Nos. 102-233. Black Velour with chalk line stripe. Colors: 1230 Brown stripe, Blue stripe, 1232 Green stripe, 1233 White stripe; at $25.00.

This Advertisement will appear in four colors, on covers of September Vogue, Vanity Fair, Harper's Bazaar, also in Ladies' Home Journal, Pictorial Review, Delineator, Etc.

NEW YORK
5th Ave. Bldg. 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.

MANTLE DEPARTMENT

Everybody wants velours in plain colors and checks. We can ship any of the shades in demand, or any of the new plaids by return mail in these fabrics.

We also have a large stock in all the new colorings of Lister's Famous Long Mohair Plushes: best selling shades are Beaver, Mole, Niggeria, Russian Green, Black; we have also a big assortment of seallettes, plushes, and all the new designs and weaves in mantlings.

DRAPERIES

All our new samples are in the hands of our travellers, showing the latest and newest novelties in Cretonnes, Sateens, Bungalow Nets, Lace Curtains, Novelty Curtains and Upholstery Fabrics—the largest and most exclusive range carried in Canada, and *selling* at *less than mill prices.*

CARPETS

Our special Carpet salesmen start out next week with our new Spring range of Carpets. If we are not acquainted, drop us a card. We will get in touch with you. Our range consists of Tapestry in Seamed and Seamless, Brussels, Axminster in Seamed and Seamless, and Wiltons in Seamed and Seamless, with Mats to match in all qualities. We have one of the best assorted stocks in the country.

CARPET CATALOGUE

Our new Spring Carpet Catalogue will be received from the publishers the 1st of September. If you are not on our mailing list, let us hear from you, when we will gladly send you on our new catalogue, which will be of great assistance.

BEDDING

Quilts, Blankets, Comforters and Pillows. Our range is complete, and all travellers have samples.

GREENSHIELDS LIMITED

17 Victoria Square, Montreal

"EVERYTHING IN DRY GOODS"



When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO 65 Simcoe Street — **MONTREAL** 525 St. Paul Street

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.
J. Bonas & Son., Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.
Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England — Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener. Wilson Dress Hooks.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

Come to Ottawa during "FAIR WEEK"

The Central Canada Exhibition will be at its best on September 10th, 11th, 12th, 13th and 14th.

Special rates from all points.

We invite all our friends to take advantage of any convenience we can offer.

You will find us with a very heavy stock of Fall and Winter goods and able to ship your wants at once, in practically all lines.



John M. Garland, Son & Co., Ltd.
Ottawa -:- Canada
Everything in Dry Goods



Every workman in your town is a prospective customer when you stock the "TAPATCO" Glove line

More soft hands are tackling rough jobs now than ever before. They need protection that will not interfere with the efficiency of their work.

"TAPATCO" Gloves are always a good selling line and the greater activities in farm and factory just now will speed up the dealer's sales of working gloves, particularly if he's well stocked with the "TAPATCO" line.

Made in Gauntlet, Knit Wrist or Band Top Styles in Heavy, Medium or Light Weights. Leather-tip, Leather and Leatherette Faced Gloves. Jersey Gloves and Mitts, in Tan, Slate or Oxford. A "TAPATCO" for every job.

Insist that your jobber furnishes "TAPATCO" Brand.

THE AMERICAN PAD and TEXTILE COMPANY

CHATHAM -:- ONTARIO

When you want

QUALITY GOODS

ask for

HORROCKSES'

LONGCLOTHS, NAINSOOKS, MADAPOLAMS, or FLANNELETTES; also SHEETINGS, made-up PILLOW CASES and SHEETS—

they are the standard of excellence in COTTON GOODS.

None genuine without the name "HORROCKSES" on the selvedge.

Horrockses, Crewdson & Co., Ltd., Manchester & London, England.
Agent for Canada:
John E. Ritchie, 591 St. Catherine Street West, Montreal.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

PUBLISHING OFFICES:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

CLOSING WEEKS
OF
BUTLER BROTHERS'
40 YEAR HOUSE
SALE

SEVENTH WEEK

September 10 to September 14

Our Forty Year House Sale approaches its end. As the days are checked off one by one our sample rooms are crowded as never before. The fame of the big event has penetrated to every part of America, and retailers, impelled by the necessity of saving every possible penny on their buying that they can, are hastening to take advantage of the sensational price reductions in staple General Merchandise. The special offerings of this week represent many months of hard work. *Only one week more after this!*

BUTLER BROTHERS

EXCLUSIVE WHOLESALERS OF GENERAL MERCHANDISE

New York Chicago St. Louis Minneapolis Dallas

REGISTERED TRADE MARK

WORRALL'S
FAST DYES
VELVETEENS

owe their richness and suppleness to the dyer. They undergo more processes at his hands and make greater demands on his art than do any other materials.

For centuries Manchester has been the centre of the world's velveteen trade, and here the art of dyeing and finishing velveteen and kindred goods has attained its highest development.

The firm of J. & J. M. Worrall, Ltd., dates back a century and a half, and from their Ordsall Works, which now cover many acres, have come not a few of the improvements which have given the velveteens of to-day the beauty and lustre which have won for them such world-wide popularity.

The introduction of Worrall's Fast-to-rubbing dyes some years ago opened a new chapter in the history of the industry and well informed velveteen buyers the world over—more particularly when buying for costume purposes—now insist on a guarantee that their cloths are in Worrall's Fast Dyes.

GRAND PRIX



FRANCO BRITISH EXHIBITION 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J & J.M. WORRALL LTD MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD

GRAND PRIX



TURIN EXHIBITION 1911.

J. & J. M. WORRALL, LIMITED, ARE NOT MERCHANTS, SO ALL ENQUIRIES FOR VELVETEENS IN THEIR DYES SHOULD BE SENT THROUGH THE USUAL WHOLESALE CHANNELS

Our Representatives

Now Booking Orders for

Spring 1918

M★B

Laces
Embroideries
Dress Trimmings
Wash Goods
Chiffons
Neckwear
Ribbons
Hosiery

An inspection of their showings, and their interesting prices, will bring you to a more vivid realization of the greatness and extent of the

"Muser Buying Power"

The Muser Buyers have definite knowledge of the needs of the retail merchants, and this knowledge governs their buying. Only such goods are bought as will improve your stock, and make selling easier, and business more profitable. And because they buy in immense quantities they secure lowest prices.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces
Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

A collar that looks like linen and can be cleaned in a jiffy



13—17

That's just exactly what a KANT KRACK Collar is—a collar processed and made waterproof —a collar that can be "laundered" in a minute without trouble or expense.

Put this strong to your **customer,** point out the real linen appearance of KANT KRACK Collars, and get **him** to figure for **himself** the saving they'll mean in laundry bills. That "real linen" appearance is right there before him, he can't get away from it, and you'll find it serves to convince him of the strength of other KANT KRACK claims.



12—18½



12—18½

KANT KRACK TRADE MARK COATED REGISTERED LINEN COLLARS

Made in Canada in *"One Grade Only And that the Best."*

THE PARSONS & PARSONS CANADIAN COMPANY

HAMILTON CANADA

GOOD TAILORING IS LABOUR LOST IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Dept. "K"

Dept. "K"

The Smallwares Department

of

Alphonse Racine, Limited

is ready with full stocks

of

Merchandise for Christmas Selling

Wools and Yarns *Toilet Articles and Sets*

Ribbons *Plain and Fancy Handkerchiefs*

Purses and Handbags *Fancy Collars*

Cushion Cords and all other Christmas Accessories

DEPT. "K" is O.K.

Carries

in the best lighted, best displayed department of its kind in Canada,

a complete assortment of all lines of smallwares and notions asked for by the live retail merchant.

FIVE QUICK ROUTES TO REACH US:—

See our Traveller, Visit the Warehouse, Telegraph, Telephone or Write.

YOU'LL FIND US! YOU'LL FIND THE GOODS!

Alphonse Racine, Limited

"The Staple Dry Goods House of Canada"

60-80 St. Paul St. West, Montreal, Canada

Sample Rooms:—Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N. S.

Factories:—Beaubien St., Montreal, St. Denis, St. Croix, St. Hyacinthe.

Dept. "K"

Dept. "K"

The "Arlington" Collar
Sales Calendar

SEPTEMBER

S	M	T	W	T	F	S

Harvest Month

The necessity of harvesting all of this year's crop is felt strongly by men who never before considered crops, and as a consequence the call to the harvest fields is going to draw more men than ever from the towns and cities.

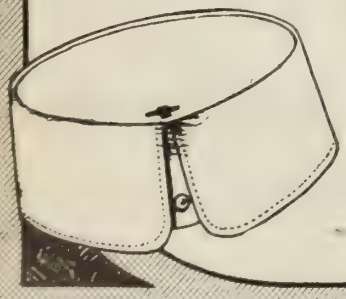
What an opportunity here for the sale of Arlington Cleanable Collars!

Almost every one of these men—accustomed to wearing starched collars—will be faced by a collar problem, how to look respectable on the journey to and from the farms without going to the bother and expense of carrying a number of linen collars.

Here's where you come in.

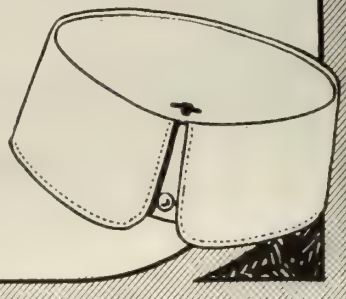
You know what Arlington Cleanable Collars will mean to these customers of yours who are going harvesting—a clean, "linen-looking" collar all the time without the trouble of carrying "extras." Impress them with this fact, and with the fact that Arlington Collars can be used to cut out laundry bills and save money when they come back.

Harvesting time gives you the opportunity of laying the "Arlington" idea before a large number of men who will make "Arlington" customers when they return to their usual occupations.



Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg



The Arlington Company of Canada, Limited

56 Fraser Avenue - TORONTO

For *Her Ladyship*

Garments and Ready-to-Wear

The **W. R. BROCK COMPANY** (Limited)

Wholesale Dry Goods

MONTREAL

TORONTO **CALGARY**

Reap your share of the Overall demand by stocking the Carhartt line.



Because of the increased activities in every field of production the overall trade just now is worth extra consideration on the part of aggressive retailers.

When you're stocked with the well known CARHARTT OVERALLS AND GLOVES you'll be equipped to give every overall customer the maximum of big value and all round satisfaction. For CARHARTT OVERALLS AND GLOVES have stood the test of years, giving perfect service under the most trying conditions on farm and in factory.

Stock now. We are prepared to make quick deliveries.

SPECIALS

CARHARTT ALLOVERS

(Combination One-Piece) Khaki, Blue and Black Denim

$28 and $33 a dozen

WORKING PANTS

Cottonades, Khaki and Corduroys

$16.50 to $35.00 a dozen

Our $16.50 line is a winner. Attractive dark hair-line stripes.

Gloves from $8.00 to $24.00. Get a sample shipment.

Terms: 2% 10 days; 1% 30 days; 60 days net.

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

BROPHEY-CHESTER Suspenders ensure to your customer perfect satisfaction because of the quality of web used.

Brophey-Chester policy of using only heavy cut rubber in all our webs is daily gaining us new customers and retaining old ones. Remember, we are not dependent on outside Mills for our web, it is woven in our own Factories under our control from start to finish, and we see that only the best fresh cut rubber is used. You are taking no chances when you stock the Brophey-Chester Brand and are sure of satisfied customers.

The Brophey Suspender Company, Limited

TORONTO

Office and Factory: 472 Bathurst Street Sales Room: 266 King Street West

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

LIDDELL'S IRISH LINENS

The silent appeal of beauty

The beautiful snowy whiteness and fine texture of Liddell's Gold Medal Irish Linens speak volumes of sales-arguments. Their exquisite finish makes an irresistible appeal to the housewife in search of home-beautifiers. Showing Gold Medal Linens means in most cases, selling them—their silent appeal is so strong. You'll find it profitable to give your sales force the assistance of this silent appeal of beauty.

R. H. COSBIE, LIMITED

Irish Linen Agency

22 WELLINGTON ST. W.

TORONTO

The W. R. BROCK COMPANY (Limited)

"HER LADYSHIP" GARMENTS

Coats for Fall and Winter



Our ranges in Coats are practical and comprehensive, ready to serve the general trade requirements with attractive, well-finished Garments at popular prices.

Customers visiting Toronto at this time, will find a well-assorted selection from which to choose final sorting needs.

The ranges include

Women's Coats (size 34 to 44) at $8.50, $9.00, $10.00, $12.00, $13.50, $15.00 up to $24.00 per Garment.

Misses' Coats (size 6 to 14 years) at $3.75 to $10.00 per Garment.

Child's Coats (size 2 to 6 years) at $3.50 to $6.50 per Garment.

Infants' Coats of Cream Cord, Bearskin, and Cream Lamb's Wool, at $21.00, $27.00, $30.00, $36.00 and $39.00 per dozen.

It is advisable to select early all anticipated Coat requirements for the season. Deliveries of cloths are by no means certain and there is now an existing shortage.

Have you received our Exhibition Sales Booklet? If not, write our *Letter Order Department* for a copy.

The W. R. BROCK COMPANY (Limited)

Warehouse—South West Corner Bay and Wellington Streets

TORONTO

Dry Goods Review

VOL. XXIX. TORONTO, SEPTEMBER, 1917 No. 9

DOLLAR DAY A BIG SUCCESS

R. E. Walker & Co., of Fort William, Report Magnificent Results — Only Able to Handle Crowds in Relays—Absolute Truth in Advertising Contributed to the Results Obtained.

WHILE the Dollar Day is by no means a new idea, nevertheless, if properly conducted it would appear to be as thoroughly acceptable to the buying public as ever. Such at any rate has been the experience of R. E. Walker & Co. of Fort William, Ont. The accompanying photographs of the crowds brought out by their recent well advertised and well conducted sale, speak for themselves.

This progressive firm has been conducting a similar sale, four times a year, with constantly increasing results and it has become a much looked for event among the economical house-wives of the Twin Cities.

Absolute Truth in Advertisements

As Mr. Hall, advertising manager, for the firm in question, states, the reason for the continued success of these sales, undoubtedly lies in the fact that there are no exaggerations or mis-statements allowed in their advertising. When Walker's advertise, as they do in this instance, that there are $18.50 dresses among the lot advertised on sale for one dollar, the buying public knows that such will be the case, and that early comers will receive some real plums.

More and more it is becoming evident that the public want truthful advertising and will not give continued patronage (the only kind worth while) to a merchant or firm who will mis-state or even exaggerate in his advertisement or window cards.

The complaint is sometimes heard that special sale advertising will not pull any longer, that the people are surfeited with cut prices, and in fact all kinds of special sales, but the event referred to here shows that the drawing power of real bargains is as great as ever, if the merchant has established the belief in his advertising in the minds of his clientele.

Losses Charged to Advertising

DRY GOODS REVIEW is also glad to note that the loss incurred by selling these advertised leaders at much below cost, is properly charged to advertising.



COPY OF HANDBILL CIRCULATED

This handbill was circulated among the foreigners and others, who do not as a rule read the daily papers.



CROWDS WAITING FOR DOORS TO OPEN

This photograph shows the crowd outside Walker's at 9 o'clock. This increased later and was at its largest about 10.30.

Some merchants do not keep accurate reckoning of the shrinkage from their estimated mark up, that such reduction sales must cause. They are then surprised when the end of their year shows their gross profit 4% or 5% lower than the figure they were reckoning on. It is comparatively a simple matter to have department managers put through a charge that will cover all mark-downs, and have this charged to advertising or some similar account that can be reckoned as one of the necessary expenses of conducting business.

Hand Bills Used Among Foreign Element

Mr. Hall, also states that while advertising this sale in the usual way, through the medium of the daily papers, there were in addition hand bills gotten out, and distributed among that section of the people more particularly the foreign element, which does not as a rule read the papers. It is self-evident that this method of following up newspaper advertising must make sure the reaching of all possible prospects.

It is such merchandising methods as this sale coupled with large and well assorted stocks that have enabled Walker & Co. to increase their turn over 300% in less than three years' operation, and this in the face of a shrinkage in population of nearly 10,000 between the two cities of Fort William and Port Arthur.

Mr. Hall in sending these interesting photographs writes in part.

"This one day sale has been a wonderful success. We hold it four times a year, and it is ever growing in popularity and sales-volume. We attribute the great success of same to the fact that we never over-estimate values in advertising.

"One might think on reading over the bill, which we are mailing you that the values were exaggerated but every one is genuine, our losses on the special leaders being charged to advertising account. This deficit is however easily taken care of by many of the other lines of merchandise and by the volume of business done.

"A short sketch of our last dollar day sale is as follows: The doors were opened at 9.30 a.m. The picture shows the crowd at 9.15 a.m. which increased in numbers and was at its largest at 10 a.m. We had stationed at the doors,

(Continued on page 18)



STORE INTERIOR DURING SALE

This photograph shows the main floor of the Walker store, while sale was at its height



Letter from our Paris Correspondent



PARIS, August, 1917.—It is a rather curious phenomenon that, amidst the most terrible catastrophes, Fashion does not lose its privileges. If we look back into history, we find that, in France particularly, women were not better dressed than when warfare reached its highest pitch. For instance, during the wars of religion, the writers of the times tell us of marvellous materials being worn by the "Seigneurs" and their "Dames." Never were the brocades, silver and gold cloths more sumptuous than when Catherine de Medicis was Queen of France; Rubens' paintings at the Louvre are a proof of it.

It seems to be exactly the same nowadays. While, a hundred miles hence, the ground is strewn with dead, the Parisians are feverishly engaged creating marvels for the happy few who can dress still.

In spite of the pessimist's grumblings, I think this is a most hopeful sign, for, should Paris abandon its object, viz., providing the world with the most lovely adornments which render the loveliest part of humanity still more charming, it would mean practically the death of France, and probably of many other countries as well. Therefore, all those who work to keep up France's renown, from the greatest couturier or cloth manufacturer down to the smallest "cousette," all are doing their duty towards their country and its brave Allies, as much (though less tangibly) as the munition workers.

From the enclosed samples, which are absolutely the newest creations for Fall and Winter, you will see that nothing has been left undone, as far as fabrics are concerned.

Handsome Lames and Georgettes

Last month I sent you a few samples of silk and gold cloth. Herewith are some others, quite as beautiful, also one of faille and velvet worked in. You will notice that big "motifs" are being used in "lames" (metal cloths). In that line, therefore, we shall find plenty of fashionable designs to make some beautiful evening cloaks with the thickest lames, and theatre dresses in the lightest. These will do for ladies who are no longer young enough to wear white materials, which will be left to their daughters. The latter will get among the various samples of embroidered crepe Georgette, as many designs as will suit the particular taste of each of them.

Samples No. 1 to 3 are white crepe Georgette with a band of embroidery.

No. 1.—Irregular lozanges of navy embroidery, sprinkled with silver thread dots, would suit remarkably well the girl, who, though she knows she ought to be elegant, is shy, and afraid of being noticed.

No. 2—More elaborate: several shades in the embroidery and still some dots. That particular band would come in very useful in the trimmings of a blouse or better even for a dress, which would be quite straight, pleated from top to bottom, where the band would come in at its proper place; the pockets, or sham pockets, would be edged with the embroidery, and so would the collar line, broadly open, or V shaped, with a sailor collar, be as well as the end of the sleeves. There are no cuffs at present, some buttons at the wrist pretend to fasten the unexisting cuff. The belt would have some embroidery too. Another fastening would be rather nice; a ribbon laced on the side like a boot, by means of big eyes; the end of the ribbon would be a tassel.

No. 3.—Most amusing design, which will be adopted by the girl who has made up her mind to be attractive. The above samples are very comfortable, for they are 40 inches and can thus be worked into frocks easily, without many seams, which, in these light fabrics always show. Of course, the embroidery can be made in various shades. All would do very well for weddings, for instance; just fancy how lovely the bridesmaids would look, if clad in any of these dainty sheer materials.

Samples No. 4 to 7, are all over embroidered.

No. 4 is still one of the useful though dressy, crepe Georgettes. Its squares in pink and navy silk make it look effective, but not showy. It would do for tunics or blouses, and could be worn on many occasions, at tea parties, or at the theatre alike. For trimmings, what would you think of a sailor collar of that material over a fine navy chemise dress, in tricotine or serge?

SUMMARY OF PARIS LETTER

Big motifs for heavy materials such as metal cloths, brocaded satins and faille.

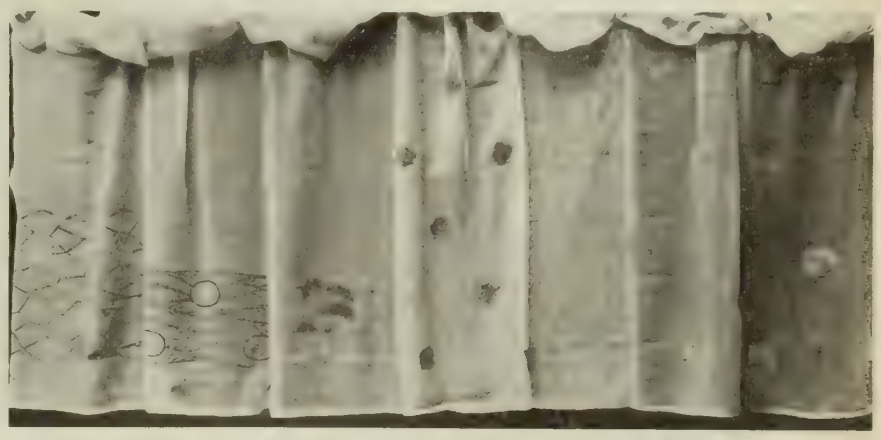
Sheerest materials for evening and dinner gowns. White for young girls. Handsome embroidered Georgettes.

Simple styles continue good. Chemise dresses also. Skirts narrower. Fine metallic laces for evening gowns for neutral countries. Oriental and Far Eastern influences continue. Trains small.

Moire veiled with net or silk muslin, beaded, also heavy lace for afternoon frocks. Foulards and silk tricot still fashionable.

Bright colored capes and coats in cape effects good for Fall.

Beaded bags continue, also patent leather.



1 2 3 4 5 6 7

THE LATEST FROM PARIS

As described in the letter of our Paris correspondent.

No. 5 is more suitable for the theatre or the ball room. It could be used in connection with plain white crepe.

No. 6—I guess a buxom girl with fair hair would be simply lovely in a dress of that almond green crepe. The dots are quite enough for trimming, and the most simple shape of the dress will add to the gracefulness of the wearer.

No. 7.—That shade, "strawberry," was surely intended for a dark girl, to whose colorless cheeks it would give a rosy tinge. The two last samples can be made in different ground shades, but I think they are the loveliest. With all these, a dainty, though simple trimming, would consist of a golden or silver braid round the arms and collar, also at the hem and belt.

Now let us see how they can be used.

Some Simple Styles Still

The "Couturiers" must be preparing a very fine collection, and mean to enjoy thoroughly our admiring looks, when it is displayed, for they are rather reluctant at giving any hints regarding the fashions for the coming Winter. So far I can gather that there is nothing absolutely new, but that the fashion will be the continuation, and development of the Spring and Summer shapes. Therefore, we may expect some very simple dresses. Those we have worn since last Winter, proved so comfortable, that they are sure to last for some time yet.

The skirts will be longer probably, but certainly narrower. On this question I shall be able to give you more information next month

At present, evening dresses for Autumn wear are more thought of. They will be worn in neutral countries, though for here nobody dances, not until "le jour de gloire est arrive."

While they remain simple, straight and mostly, chemise-like, these evening dresses will be very handsome, for the trimmings are remarkably fine: gold or silver lace is very frequently used. It is made into bands 20 inches deep, and is the reproduction of ancient laces; some flowers or motifs, joined together by a mesh of gold or silver thread.

As they are valuable, it is better not to cut them into many pieces, whenever possible. We shall, therefore, see, for instance, two bands, at the top and bottom of the skirt, the space between them being filled, either with plain charmeuse or beaded net over a fourreau of satin. The bodice may be made also of satin. It will be very flat, and not trimmed, or hardly. Just a silk muslin or net frill at the collar.

When these laces are not used, we shall have some bands of silver or gold embroidered crepe de chine. cachemire de soie. These designs, in this case, will be either Oriental or Arabian, and in many instances will imitate the Toledo ornaments, the material being black, golden embroidered.

Oriental designs will be mostly applied to silk embroidery, and particularly the Japanese and Chinese styles, with their magnificently varied colors will be in favor.

Another nice way of using the silver lace band is to put it like a scarf over the shoulders, the ends crossing in front, as a fichu, and being tied low down the back.

For evening dresses, we may have some trains; they will be small and many skirts will have none.

Day dresses will be very fine too; every kind of material will be used, moire veiled with net or silk muslin, which will then be embroidered and beaded. Together with muslin, we shall have plenty of thick lace which will come in useful to make the dress hang down. That lace will be, in many cases, sprinkled with showy beads.

Printed foulard has not lost its vogue. As far as silk tricot is concerned, it is far from being out of fashion yet. It is so very easily made up into the straight line, that it will not be abandoned soon.

The chemise dress will be draped just by the belt, which will, of course, adopt many various dispositions. Broad, straight ribbon belts are much worn at present. The waistline is high or low, according to taste.

Coats and Capes

For the Fall, capes seem to be adopted. They are similar to the broad wrappings worn in Morocco, and by the Spahis. They are in two shades, the lining being darker than the outside, which is in showy shades, such as purple, brick red, green. Being very wide, the cape will be subject to graceful drapings, and hooks, placed in the proper place to fasten it (on the shoulder for instance), will greatly help to the daintiness of this coat.

To be worn with the present evening dresses, these capes are very useful, for their size prevents the fluffy materials underneath from getting creased.

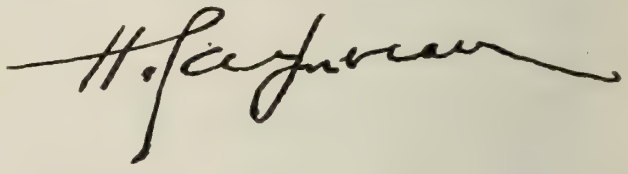
The coats that are not exactly capes will affect the same shape though, by means of very wide armholes, straight or raglan shape.

Hoods and comforters similar to those worn previously as collars, will be favored still this Fall, before we wear the warm Winter furs, of which I shall speak in another article.

To finish, I will just mention: First some hats fashionable at present, which will probably not last long; they are in Organdie trimmed with thick unworsted wool. For children that kind of wool is used also, but knitted, and maybe, they will form the main article for Winter. We have some felt hats, of the shape and size of those of the American troops whom we have just seen in Paris.

Second, Bags—We have, for grand occasions, some very dainty beaded bags, pouch-like, and others affecting various shapes, and for which clasps are made of tortoise shell, remarkably well chiselled.

We use for everyday wear some nice patent leather bags, which are very elegant too, and most handy to carry the different articles which we cannot yet put into our muffs, nor in our pockets, for, in spite of their capacity, they might prove unsafe.



DOLLAR DAY A BIG SUCCESS

(Continued from page 16.)

two policemen, who allowed the shoppers to enter the store in relays. As they completed their purchases they were let out of the ready-to-wear entrance on the second floor. This was also guarded as many tried to take advantage of others going out, to slip in themselves.

"The rush continued all day, keeping up in full strength until noon, many standing from quite early in the morning until 1 p.m. From 2.30 p.m. it settled to a more normal business, remaining steady until the doors closed at six o'clock.

"Our advertising for this sale consisted of a full page advertisement in the papers and hand bills to the poorer section, more particularly among the foreigners, whom the paper circulation was unlikely to touch.

"We also used four special cars, which made the one trip to the store, two from our neighboring town of Port Arthur and two from West Fort William. These had signs on them reading "To Walker's Dollar Day.

"Our windows were trimmed with the special leaders on Monday and remained in windows until Wednesday morning. The results from same always go without further telling."

EMBARGO ON SILK IN FRENCH COLONIES

A DEGREE dated August 7 prohibits export from French colonies and protectorates, except Tunis and Morocco of silk and silk goods, made up or not, of all kinds, except when destined for France, French colonies and protectorates. The decree is subject to the usual exceptions by the Minister of the Colonies.

U. S. NAVY'S BIG ORDER FOR UNIFORM CLOTH

UNITED STATES Navy Department has contracted for 4,500,000 yards of woollen uniform cloth at an aggregate cost of over $16,000,000. These contracts constitute the largest purchase of woollen cloth ever made by the navy. Its manufacture will give employment to more than thirty woollen mills in twelve different states.

FURTHER DISCUSSION ON PATTERN DEPT.

Prominent Western Ontario Retailer Reopens Discussion—Views of Leading Hamilton and Toronto Merchants Obtained—They Discuss the Lack of Profits From This Department.

THE discussion on the pattern department that has been running in several issues of the DRY GOODS REVIEW, gets a fresh viewpoint to-day from a letter received from a prominent Ontario retailer. He writes as follows:

"For thirty-five years, we have had experience with this department, handling two lines of patterns in one of our stores and one in the other.

"The departments, in both stores, are operating at a net loss, and as you will agree, that unless a department makes money or there is some other real good reason why it should be maintained, it should be thrown out."

"We cannot see how we can organize this department to make money. The pattern companies will tell you that it is a good advertising medium. We are surprised that they should hide behind this remark."

"We have recently asked both of the above companies to discontinue, the monthly fashion sheets, because, not alone does this happen to represent practically our yearly net loss, but we see no more reason for sending a catalogue, as you may call it, from this department, than from any other. The writer claims that a customer can come in and purchase her patterns without the fashion sheet, just the same as she buys dress goods, notions, etc."

"The pattern companies, of course, object to this because no doubt it would be a costly precedent.

"Although one of them have agreed to send us half the sheets we had been buying.

"The pattern companies should re-organize to permit the merchants to make a slightly larger margin on each sale.

"We might add that our pattern department is kept totally separate in our departmental sheets and an extremely small proportion of expense is charged to this department. In the face of this fact we lose money."

On receiving this letter a DRY GOODS REVIEW representative called on a number of the leading stores in Toronto and Hamilton and found with one exception that their pattern department was to them "Anathema."

The view-point of this one dissenting merchant may be considered first. The manager of the department in question claimed that patterns actually paid them. He laid this satisfactory result largely to the very large business that was done in this line and also to the fact that they combined with this one department, all fancy wools. He also held that patterns were a big drawing card past his dress goods counter and that he would not in any way consider that giving away fashion sheets was bad business. Incidentally he stated that the pattern company they were doing business with, allowed them 2,500 sheets free, each month and only charged for what they used over and above this.

With this one exception, as has been stated, all department heads interviewed showed that this particular line was a sore point with them and they laid stress on the fact that it was manifestly unfair on the part of the pattern companies to insist that the retailers pay such a large proportion of the expense in advertising and marketing their product.

One after another stated to DRY GOODS REVIEW that the main reason for the poor showing of this department, was the expense incurred by the purchase of the monthly fashion sheets, which the pattern companies insist on their buying and distributing free.

Charge for the Sheets

Various remedies were suggested. One of the largest men, interviewed, said he was seriously considering making a charge of 1c for the fashion sheet and then insisting on the pattern people only supplying them with what they could dispose of in this way. His idea is that the customer, who really valued the sheet would not mind spending the cent but uninterested people and children would not be carrying off same, just to throw away a minute later.

The majority, however, seemed to feel that the pattern companies should supply these sheets free or else they should raise the proportion of profit to the retailer so that it would be possible to put the department on a paying basis.

A few considered that cutting out the sheets altogether would be a good idea but did not think it likely that the companies would consider any such proposition.

The interest taken in the question however, shows that something should be done to put this branch of the dry goods trade on a paying basis.

To further discuss the whole matter from an argumentative viewpoint, the question of discontinuing the sheets, altogether, is worthy of consideration. From enquiries made, DRY GOODS REVIEW found that the general opinion was, that the proportion of women who pick a pattern from the sheet without first coming to scan the counter-book, was about one to five hundred.

As to whether the advertisement printed on the front of the sheet was of any value, it was found that the majority considered it practically valueless and several of the Hamilton stores have abandoned any form of announcement excepting just the name of the firm and address. One department manager said they had gone into this question pretty thoroughly and had several times advertised some special price in this space, and had never to their knowledge received a single resultant enquiry.

The claim that the pattern department is a good trade bringer, needs this qualification.

Every department should be a good trade bringer for every other department but each should be none the less self-supporting. Suppose, for instance, that the ribbon manufacturers decided that the retailers should handle their line without profit on the grounds that ribbons helped the sale of millinery would there not be a howl from the trade, that could be heard from St. John to Victoria?

It seems very evident then that the pattern companies in their own interest as well as in the interest of the retailer; should so arrange their terms, that a profitable pattern business may be possible. It is said "in the interest of the pattern companies themselves," because it may be safely asserted that the hearty co-operation of the retailers is necessary to ensure the utmost success in the disposal of their product and under present conditions such co-operation most decidedly does not exist.

As to the best way to solve the problem, either (1) by free issue of monthly sheets, (2) discontinuing them altogether, or (3) allowing the retailer a larger percentage of profit, there seems to be a great diversity of opinion but that some reform is needed seems the almost universal belief.

Too Many Patterns

Mr. John Carruthers of Orillia, writes DRY GOODS REVIEW with regard to the pattern situation thus:

"Your paper has been giving a good opportunity for the retail merchant to look into his pattern business and see if he is not losing a lot of money. If he will keep the receipts taken from sales of patterns he will see that he does not take in more than half that which he pays the Company. The reason I believe is that too many retailers in a town handle patterns, I find that we get too many patterns for which there is no call and they amount to a big thing in six months. The unfair part in the contract is the three months' notice to discontinue; again the cost of returning them should not fall on the retailer. I hope the many articles published will wake up the retailers to get after the matter."

The Diamond Whitewear Company, Ltd., of Three Rivers, Que., has been granted winding up order.

MARKET REPORTS

THE MARKETS AT A GLANCE

ITEMS of the greatest interest to the dry goods trade during the week have been the announcement of new prices for Spring delivery, 1918, by the leading cotton goods manufacturers and the establishment of a wool market at Toronto. In the former instance there has been quite a general increase, in some lines being comparatively little and in other lines considerable.

By the establishment of a wool market for Canada under the supervision of the Livestock Branch of the Department of Agriculture the marketing of Canadian wool will be greatly facilitated and will place the industry on a new basis. The first sale which was held at the Dominion Government warehouse on Simcoe Street, Toronto, showed that high average prices were received. The first consignment of some 650,000 pounds of Southern Alberta wool found ready buyers among the Canadian woolen trade. A consignment of some 150,000 pounds of Saskatchewan wool has already been received in readiness for the next wool sale.

An advance has been recorded in sewing needles and linoleums and oilcloths have again registered slightly higher prices. Manufactured silks show a generally firm tendency with advances in some lines. Raw silk gives evidence of steadying down from the recent high speculative market. Linens will be advanced 10 to 25 per cent. when representatives of Belfast houses make their rounds this Fall. Forward booking on dry goods lines is reported very good. Business generally is quite satisfactory to the trade.

NEW COTTON PRICES

Mills Quite Generally Have Announced Their Spring 1918 Prices Which Indicate Small Advances on Some Lines and More on Others—Prices Firm.

COTTON.—Three of the large cotton goods manufacturers have announced their prices during the past month and prices are now firmly quoted. There was a hesitancy about announcing firm prices for some time but now the ice is broken there has been a general readjustment. In some instances the new prices do not represent any considerable advance over last Spring prices for delivery during the present Fall. Prices on prints for Spring 1918 delivery are approximately 4c per yard higher than they were for delivery during the Spring of 1917. By way of comparison of prices for Spring 1917 with the new prices for Spring 1918 the following figures are interesting:

	Per Yard 1917	1918
Class A—Light grounds, less than 50 per cent. color	$0.10	$0.14¼
Class B—Light grounds, 50 per cent. or more color	0.10½	0.14¾
Class C—Pinks, lilacs and browns	0 11	0.16
Class D—Steel greys and black and whites	0 12	0.16¾
Class E—Butcher and navy blues	0 13½	0.17½

Wholesalers have not advanced their lines in conformity with these prices at the time of writing but intimations were made that when the travelers start on the road during September there would be an advance on prints to conform with the new quotations by mills. Class A, light grounds, with less than 50 per cent. of color, are now quoted at 14c per yard, for second quality and 16c per yard for first quality. Class B, light grounds with 50 per cent. or more color, are now quoted at 14¾c for second quality and 16⅝c per yard for first quality. Class C, comprising pinks, lilacs and browns are now quoted at 14¾c per yard for second and 17¼c per yard for first quality. Class D, comprising steel greys, blacks and whites are being quoted at 15½c for second quality and 18c per yard for first quality. Class E, butcher and navy blues, are quoted at 16½c and 19½c. Following will be the prices for Spring booking trade:

Class A—Lights, less than 50 per cent. color	$0.14¼	$0.16¼
Class B—Lights, 50 per cent. or more color	0.14¾	0.16¾
Class C—Pinks, lilacs and browns	0.16	0.18
Class D—Steel greys, blacks and whites	0.16¾	0.18¾
Class E—Butcher and navy blues	0.17½	0.19½

Wellington percales are in strong market and there is every indication that prices on these will advance in the near future. Wholesalers in some instances are quoting these at figures below the present cost to lay down. Canadian ginghams are comparatively cheap, as one wholesaler pointed out they are the cheapest colored cotton cloth in the trade. No. 9 standard cloth is quoted at 14¾c per yard. Heavy print cloths are being quoted lower than present mill prices warrant.

Advance Buying Heavy

Wholesalers' report the advance buying has been quite heavy during the past few weeks and that everything points to a good season. This activity in buying is accounted for perhaps by the realization that prices are favorable as compared with the present mill prices. An opinion freely expressed in the dry goods trade is that even with the cessation of hostilities there will be no rapid slump in values. This opinion is based on the assumption that enormous quantities of raw materials will be required to renew depleted stocks. There have been many visitors to Toronto during Exhibition and this has resulted in considerable busines to the wholesale houses. Retailers take the occasion to make a trip to the city and kill two birds with the one stone.

Raw Cotton Sags Down

There has been a general sagging tendency in the price of raw cotton during the month. Starting the month of August at 25.6c per pound for spot middling uplands it reached 27.8c on August 6, the high point during the month, when a retrograde movement set in and there was a gradual declining movement until the end of the month when the price on August 31 was 23.3c per pound. Cotton picking has started in the Southern States and new cotton will be coming to market in increasing quantities from now on. By the time the month of September has passed the volume of new crop arriving in the market should be sufficient to have a very decided effect on prices. A decline in price is looked for in some quarters. The opinion is expressed by those closely in touch with the cotton situation in the United States that there will be a materially larger crop than last year.

WOOL SALES

First of Wool Sales to Be Held in Toronto on August 23, Marks Beginning of New Market for That Commodity — Supplies Readily Taken at Good Prices.

WOOL.—The inauguration of a wool market in Canada marks a new development in the woolen industry of the Dominion. On August 23 sales of between 650,000 and 700,000 pounds were made under the auspices of the Livestock Branch of the Dominion Department of Agriculture of Southern Alberta wool and some excellent prices were obtained, for fine medium staple constituting the highest price yet paid in Canada. The sales were made by sealed tender and the average prices bid for the various grades were as follows:

	Per Pound
Fine medium staples in bales.....	67.695c
Fine medium staples in sacks.....	67.705c
Fine staples in bales	65.705c
Fine staples in sacks	64.062c
Fine clothing in sacks	62.72c
Fine clothing in bales	63.715c
Medium clothing in bales and sacks..	65.
Medium staples in bales and sacks....	63.125c
Low staples in bales and sacks	56.062c
Rejects in bags	34.
Pulled wool in bags	45.

It is the intention of the Dominion Department of Agriculture to conduct these sales regularly. Already some 150,000 pounds of wool has been received from Maple Creek, Sask., which will be put up at the next sale. The sale was held under the auspices of the Livestock Branch of the Department of Agriculture at Ottawa of which T. R. Arkell is the chief of the sheep division. The department recently opened a warehouse on Simcoe Street in Toronto and Mr. Arkell will also have charge of this branch of the work.

On the day of the sale Frank Colpman, sales manager and Levi Karkar, president of the Southern Alberta Wool Growers' Association were present at the opening of the bids for the wool. Before the sales were completed the bids were referred to the Association at Lethbridge by wire for ratification. The sale was pronounced very successful and has met with the approval of those interested in the wool industry. There was a need for such a market in Canada in order that the development of the wool industry might be fostered and the action in establishing these wool sales will go a long way in helping the development of the woolen industry in general.

Scouring Plant Started

As an indication of the trend of development of the woolen industry there has recently been established at Toronto a wool scouring plant to be operated on a commission basis. The new concern is known as the Toronto Wool Scouring Company of which Victor Waddington is the vice-president and general manager. The company has already contracts for scouring several hundred thousand pounds which will keep them running for several months. They are contemplating the extension of their plant. This is the first plant to be established in Canada on a commission basis. Some of the large woolen mills have their own scouring plants, but as a separate industry the development of scouring on a commission basis is an interesting trend. In time it is hoped to have a combing plant also.

Wool Arrives in Canada

During the month it was reported that some 2,000,000 pounds of Australian and New Zealand wool reached Canada by way of Vancouver. This will relieve the situation considerably and give the manufacturers the necessary supplies to keep their mills running.

LINENS UP AGAIN

Belfast Manufacturers Are Being Forced to Turn Their Attention to Making of Cotton Goods—Actual Shortage Looked For.

LINENS.—Announcement is made by manufacturers' representatives of Belfast concerns that when the travelers start on the road with their samples during the early part of September there will be a general advance in all lines from 10 to 25 per cent. over prices recently prevailing. The range of pure linens will furthermore be greatly reduced. Conditions in the linen industry have been such that the amount of the advances have come even as a surprise to those most closely indentified with trade. The great demand for linen cloths and yarns for use in the manufacture of aeroplanes has utilized the greatest part of available supplies and as a result, in order to keep their plants running, manufactures have been forced to use cottons in many lines of their goods. With a continuation of present conditions for any length of time it is anticipated the day will not be far distant when linens will be out of the market entirely. Enormous quantities of linen cloth will be required for the manufacture of aeroplanes for the United States and this will have to be supplied largely from Ireland. It has been rumored in some quarters that the United States is using fine grades of cotton for the aeroplane coverings, but men closely identified with the Canadian aeroplane industry are inclined to be skeptical of such a statement. It is anticipated that even after the war is over it will take a few years before the industry gets back into normal channels in the manufacture of all-linen goods. There is still an eager inquiry after linens on the part of retailers even at high prices.

RAW SILK EASIER

Speculative Movement Seems to Have Run Its Limit—Importers Are Looking for Steady Market Conditions—Manufactured Articles Show Upward Tendency Generally.

SILK.—In the primary markets for raw silk there was a sagging tendency noted during the latter part of August and importers on this continent were hopeful that it represented the swing of the pendulum backward from the recent high speculative market. In the market in Japan the price for raw silk reached the high level of $6.50 per pound and in the New York market it touched the $7 mark. Since that time there has been a decline in the Japanese market and the opinion is expressed by those closely in touch with the market that the crest of the high prices may have been reached. It is pointed out, however, that silk is still comparatively cheap and that even higher prices are warranted when compared with the cost of cotton or wool. The Italian market for raw silk is almost bare as the British Government has taken practically all available supplies. The Swiss silk manufacturers are in a bad way to get the raw article as they depended on the Italian silk for the basis of their cloths to a large extent. Prices on Italian raw silk have mounted to fabulous prices, some quotations being made on the basis of about $40 per pound in Italian money.

Good Season for Silks

Wholesale silk houses report the past Summer has been a good one from the point of business. Taffetas are now reported scarce as there has been quite a general cleaning up of stocks. The unfavorable weather of the Spring caused some holders to become doubtful over the prospect of the Summer trade and stocks were sacrificed in many instances. With the coming of better weather the demand for taffetas developed. Swiss silks are expected to be in the local market in decreasing supply. Conditions are so far shaping good for the trade this fall. Prices of the manufactured silk with local wholesalers show a general firmness all along the line with advances recorded in quite a number of weaves.

THREADS ARE FIRM

Indications Do Not Point to Lower Prices in the Near Future and Trend Seems in Other Direction

THREADS.—There was a continued firmness in the market for threads, particularly those used by cloak manufacturers and the manufacturing industry in general, including shoe threads. The opinion was expressed by some closely identified with the thread industry that when yarns, now being processed ready for the making of thread, reach the manufactured stage, higher prices will be necessary for some of the lines. With the coming of the new cotton crop, however, there has been an easier tendency in raw cotton. Whether this will be sustained remains to be seen. It is a fact that Egyptian cotton, from which some of the best thread was formerly made, is no longer available through embargo placed on the shipment of this commodity.

CRETONNES AGAIN

Curtain Materials Show a Generally Ascending Tendency—Fall Shipments of Goods Now Going Out

HOUSEFURNISHINGS. — An advance of approximately 5 per cent. was made in the price of cretonne curtain materials during the month. The cheaper line that formerly sold for 18c per yard is now quoted at 18½c, while the better grade of cretonne material that formerly sold for 25c is now quoted at 27½c per yard. In the higher quality materials, such as chintzes, the advances have been even greater, one line that formerly sold for 30c being now quoted at 35c, while another that was quoted at 90c is now selling at $1 per yard. English makes of white quilts have again been advanced by the manufacturers approximately 25 per cent. during the month. Wholesalers, however, have not advanced their prices in conformity with this advance by the mills, as they are fairly well covered in their stocks. Prices from the wholesale trade are now about on a par with the manufacturers' prices. Scrim curtain materials held steady during the month. Wholesalers are now busy getting their Fall shipments away. Starting with September 1, deliveries are being made on Fall contracts.

RUGS HIGHER

Recent Advances by Both Canadian and English Manufacturers Make Higher Prices Necessary for Fall Booking

RUGS, CARPETS.—Wholesalers in some instances have made their new prices effective on rugs and carpets following advances recorded in these columns last month by both the English and Canadian manufacturers. Prices for Fall booking are approximately 30 per cent. higher than those recently prevailing. One line that formerly sold for $7.85 is now quoted at $10.40 each. Another which formerly sold at $13.90 is now quoted at $18.65 each. Wholesalers are inclined to keep to the cheaper lines of rugs as long as the present high prices prevail. Travellers will be on the road early in September with goods, delivery of which will be made in the Spring of next year.

LINOLEUMS UP 5%

Travellers Will Start on Road Early in Month of September—Oilcloth and Table Oilcloth Also Register Advance

OILCLOTHS, LINOLEUMS.—A further increase of approximately 5 per cent. on linoleums was announced by the manufacturers during the month, with an increase of 2½ per cent. on oilcloths of various kinds. Table oilcloth has made a further advance of 10 per cent. during the month, which follows one announced last month of a similar amount. This makes a total advance in this line of goods of 20 per cent. within the past six or seven weeks. High costs of raw materials is given as the all-powerful reason for the advance in price. Jute used in backing of linoleums is high in price, and hard to obtain, due to an embargo placed on the shipment of this commodity from India. Linseed oil, which is a very important factor in the manufacture, has reached high levels. All paints and coloring materials are steadily mounting in price. There has been an extra heavy demand thrown upon Canadian manufacturers because of the fact that English goods are practically out of the market. Travellers for wholesale houses will start on their Fall booking tour for linoleums and oilcloths during the first part of September. Higher prices announced by the manufacturers will be put into effect by the wholesalers at that time.

NEEDLES UP 20%

Sewing Needles Higher in Price and Knitting Needles Sold Out by Some Wholesale Houses, With No New Stocks in Sight

NEEDLES.—An advance of approximately 20 per cent. was made effective on the price of sewing needles during the month, making the price now $2 per thousand. A small shipment of these goods recently arrived, but stocks are hard to procure and dealers anticipate conditions may be even more acute before they improve. Knitting needles were entirely off the market with some wholesalers, depletion of stocks being due to the good demand and to the fact that additional stocks have not been arriving within recent weeks. Stocks of pins are holding out fairly good, a recent shipment having helped the situation greatly. Business has been somewhat light, as high prices have been militating against sales. Travellers will begin to make their rounds soon after the close

LEATHER FIRM

Absence of Buying of Hides Caused an Easier Tone, But Shoe Manufacturers May be in Market Again in Not Distant Future

LEATHER SHOES.—Prices of leather recently have shown a slightly easier tendency, induced in large measure from the fact that shoe manufacturers had secured their leather stocks for immediate use and were not buying. With the cutting of these stocks for use in the near future it is anticipated manufacturers will again be forced to go into the market and leather is expected to take on a corresponding firmness because of the demand that will develop. Shoe dealers are careful about expressing an opinion as to the probable trend of the market when hostilities cease. Some point out that the herds of France and the enemy powers are undoubtedly being depleted, and in many cases the hides are being lost because the animals are killed by shell fire.

One large manufacturing concern has recently completed a drive on canvas shoes of various descriptions for delivery in Spring of next year. They report excellent results fully as good as their best expectations. This was helped along by reason of the comparative cheapness of this class of goods with the leather articles.

RUG SELLING AS AN ART

THE following article written by Mr. Edward S. Kendrick for the Carpet and Upholstering Journal is well worth reading. The sales principles touched upon could be very well applied to almost any line of merchandize.

Rug Selling

Selling rugs is an independent art, and there is no formula for you, Mr. Salesman! If a lady comes into your department for a blue rug and your stock is short of that color, take her to your rug rack as though nothing had been said about blue, and show her your line. Perhaps you may awaken an interest for other colors, and her desire for blue may fade away. Mention mildly that blue is a delicate color, and is undesirable for practical use, and thus give the coveted blue a gentle knock. It is all right to mention the weak points of a color which you have not in stock, but never make an attack on it if expressly asked for. If by polite and earnest argument you may sell your customer a tan, brown, or Persian design instead of blue, you have overcome a hobby and displayed the best type of salesmanship. Be original and use your own tactics fearlessly. Show her that you have a line of rugs yourself worthy of anyone's attention, and lead her to choose something that has not before been in her mind.

A Word on Lace Curtains

To keep samples of lace curtains fresh and new-looking fold them in the original folds after displaying them. To preserve them clean and neat keep them in covered bins with each half sample plainly ticketed with number, length and price. Quickness in showing curtains is very desirable. Don't pile display samples promiscuously one on the other and make it necessary to nose through them like a clothing salesman through a stack of trousers. When you sell, give your customers fresh curtains every time, and sell the last shopworn pair at "as is" price. Don't discredit yard goods to your customers in favor of curtains in pairs—you may not find pairs to suit, and may have to fall back on nets. If a lady wants white curtains and you have ecru only, don't say, "they are all using ecru," for the lady has her reason for wanting white. You may say that "ecru is generally preferred, and white is too little wanted that we only carry a limited line, and just now we have none to show." By presevering you may strike an ecru so light that she may forget her fancy for white. We have often sold ecru curtains when white was asked for. It is helpful in selling to throw a bit of colored drapery over the display rod along side the lace. It heightens the effect, and often aids a draper sale which has been under consideration by the customer. Edward E. Kendrick.

DRY GOODS REVIEW

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INCOME TAX BILL

BY THE time this issue of Dry Goods Review, is out, in all probability the Income Tax Bill, will have passed its third reading and have become law. As to the main principles involved, we do not think our readers will be inclined to object. Extraordinary conditions require extraordinary measures, and the only complaint heard from the average man on the street, is that the tax is not heavy enough in so far as the larger incomes are concerned. The important feature, however, for our readers to consider, is the necessity involved, of knowing where "they are at," and in keeping such books, etc., as will clearly show what their profits actually are.

Then, too, this legislation brings once more sharply to our attention, the oft-repeated advice that all personal expenditures should be kept careful track of. including all merchandise taken from stock for personal use. The importance of this is clear, when we consider that "Income" as covered by the meaning of this act does not mean, net profits but includes whatever our living and personal disbursements may amount to. If, therefore, no track is kept of these, if the merchant's method is the haphazard one, of spending what he needs and depositing the balance to pay his bills, and also going and getting whatever he takes a notion to, out of his stock without keeping any track of the amount, then we suppose that the Government assessors, or valuators will set their own figure. If this estimate of what it takes for living expenses, is based upon the salary of the recently appointed Fuel Controller, the Income Tax will be a burden indeed.

THAT PATTERN DEPARTMENT

THE discussion that has been carried on in the columns of Dry Goods Review for several issues as to the necessity for reform, in the methods of Retailing Patterns, has brought forth a lot of interesting information. It is only by thoroughly going into such matters, that we can ever arrive at the remedy, if any unfairness exists. There is no doubt that the Pattern Companies, if really convinced that there are reforms needed, in their methods of marketing their product, will be themselves the first to see that the hearty co-operation of the retailer, is one of their greatest assets and will be glad to meet their customers half-way.

SLACKENING OF MUNITION WORK

WHAT many have been prophesying, is now evidently rapidly taking effect, and that is, that Munition work, in anything like the scale of the past two years, is over in Canada.

The reasons for this are mainly two-fold; first, the munition industry in Great Britain is so far organized that they are able to practically supply our armies, without overseas help and secondly the transportation difficulties are daily increasing, and more and more tonnage will have to be given over to food and troop transportation, with the consequence that other lines will be left lying at Atlantic ports. An unconfirmed report claims that there are now lying at and near Halifax, more munitions than could be taken across the water in six months. Be that as it may, there is no doubt that we are going to see continued decline in munition production.

That this will have an effect on the Dry Goods Trade in some sections, there is no doubt, but we have all known that this time would come sooner or later, and we are of the opinion that, it is far better to have it come now, than all at once, on the conclusion of hostilities. Work, even if not quite so highly paid, is still plentiful, crops are abundant at high prices and the country as a whole will hardly feel the slackening in this one industry. There must too, be large demand developing for farm implements, etc., and many of the factories that have been devoting themselves, almost exclusively to munitions will soon be taking up their old lines, to full capacity, and possibly be employing as much help as ever. We feel sure that this method of gradually restoring normal conditions in the country will help considerably in solving the question, of "what will happen when the war is over."

MEN'S WEAR SECTION

NEW SHIRT LINES

Manufacturers Will Have Surplus for Spring Delivery in Hand About Last Week in August—Prices Expected to be Firm

SHIRTS, COLLARS.—At the time of writing manufacturers had not yet announced their new prices on goods for Spring 1918 delivery, but they were expected to be issued in the very near future. The new range of samples were expected to be in readiness for showing at the same time. It is certain there will be higher prices on some lines as manufacturers assert they will reach dearer materials in a number of the lines. Some manufacturers have been sold up and have not been able to look after any sorting business that may have come their way for the past couple of months. Interest in the trade naturally centres around the announcement of new prices and lines to be shown to the trade.

WOOL HATS NOW

Scarcity of Fur Has Caused Manufacturers to Develop New Line of Wool and Fur Stiff Hats—Prices Lower

HATS AND CAPS.—Owing to the high cost of all-fur stiff hats, which have become almost prohibitive, the English manufacturers this year are making a drive for the development of trade on the wool and fur mixture hat. This hat was shown last year but will be in the market in larger numbers this year as the result of their initial reception. This line of wool and fur hats sells approximately 25 per cent. cheaper than the all-fur hats. A few of the samples of hats have arrived from England during the month, but the main line has not yet put in an appearance. They are on the way, however, and are expected to reach local wholesalers in the near future. Goods are expected to be in the market in time so that the travelers of the various concerns will be able to start on the road by September 1. Indications point to higher prices for felts and straws for 1918 delivery. Fur for the making of felt hats is reported to be scarce and the silk trimmings are very much higher than they were a year ago on account of the upward trend in the raw silk market. Canadian makers have not yet issued their samples for the new line but are expected to have them ready in the near future. It is generally expected prices will be in advance of recent quotations. In some quarters it is expected an increase of 75c to $1 per dozen will probably be made, while in other quarters it is anticipated the advance may be as much as $3 per dozen. Representative of one manufacturer was of the opinion that their lowest line would be $24 per dozen, as compared with $21 recently.

Cap Samples In

Samples of the new caps for the Fall trade have been received by some representatives of manufacturers. Prices on these lines range from $8 to $16 per dozen and in some cases for special lines even higher. The most interesting feature in the hat market at the present time is the rapid development of the panama hat manufacturing trade in Canada. There are no less than three concerns manufacturing the hats and other concerns in the United States have recently entered the Canadian market through the appointment of representatives. This development has probably been encouraged by the fact that boater straw hats are almost as dear as the Panama hats and when people can obtain the Panama they prefer it on account of its lightness and wearing qualities. There has been a steadily downward tendency in the price of Panama hats. One manufacturer last year carried the cheapest line at $27. For the present year the same line was $24 and now the intimation is made that this same line may be $21 for next year. Some grades of Panama hats by another concern is being placed on the market for next year's delivery at $1 per dozen. This is known as the Japanese fibre hat.

NECKWEAR FIRM

Travelers Now on Road With New Spring and Fall Lines—Raw Silk Goes Steadily Higher—Swiss Silks Steady

NECKWEAR.—There is a firm situation in neckwear prices due to the steadily upward trend of the raw silk market. There has been a further advance of 50c per pound during the past month in the raw silk making the quotation on Japanese silk at the time of writing in the neighborhood of $7.20 per pound. In normal times the prevailing price for raw silk is $4.50 per pound. In the Japanese market reports have generally indicated a heavier yield this year than last year. Within recent weeks, however, reports have been circulated that the crops may not be as large as at one time anticipated. The bulk of the demand is falling on the Japanese raw silk these days because of the impossible price of Italian raw silk. The representative of one of the largest silk manufacturers of Zurich, Switzerland, was advised recently that the price being asked for Italian silk was 210 Italian lire, equivalent to $42 per pound in normal times. The Italian lira at the present time is much below par, but on the present basis of the Swiss franc the amount being asked is 160 francs or $32 per pound. Italian silk raisers are reported to have let the industry largely go by the board this year on account of the possibility of invasion by Austrian enemy hordes. An advance of a few miles on the Italian frontier by the enemy in certain parts would mean the capture of the most fertile silk areas.

Swiss silk has held steady in price during the month but the manufacturers are in a quandary to know what to do in the face of the exorbitant prices that must be paid for the Italian raw silk. In the past the Italian raw silk was largely used as the warp or basis of the manufactured silk. Shipments of Swiss neckwear silk have been coming forward during the month and Swiss mills continue to operate, the prohibition of 50 per cent. of exports into Great Britain apparently having made no difference in their operations. It was anticipated by some closely identified with the trade that this prohibitory measure might have the effect of reducing prices of silk but it has made no difference in this respect whatever. Prices are all in a very firm position.

New Lines Out

Manufacturers are now showing their new lines for Spring and Fall delivery of next year. Bookings are reported fairly good with the bulk of order running to better grades. One large manufacturer stated that so far approximately 75 per cent. of their orders for Spring are for $5.50 neckwear and higher while for Fall delivery the percentage of the same qualities runs about 33 1/3 per cent.

SUITS & OVERCOATS

Pinch-Back Has Seen Its Day—Belts of French Coat Model Replace It—Prices Likely to Be Higher.

WOOL or no wool, clothing manufactures are intending to create lines that will by their very style in cut, in design, make up to a large extent for the limited range of patterns that the cloth manufacturers are producing.

The campaign for styles that will consume less cloth does not appear to be having much effect as yet, judging by some of the styles that are being favored for Spring lines.

The pinch-back coat is of course, no longer the thing but its first cousin the Norfolk, with belt all around, on the model of the trench overcoat will be taking its place to a large extent. Some of these Norfolks will show pleats, some with cuffs on sleeves, some with detachable belt and some with the belt stitched on but the general effect will be much similar on them all and all will be decidedly form fitting.

The double-breasted coat in smart young men's designs, mostly form fitting and some with belts across the back is also being shown by a number of the designers. These seem to be going to be quite favored, with a number of smart dressers. The remarkable feature of these designs is, that while double-breasted they also conform to the prevailing tendency to be decidedly form-fitting.

Overcoats Single-Breasted

Spring overcoats are planned on the single-breasted idea, and are slightly form fitting. Thirty-eight inches is the length considered correct. There appears to be a slight tendency to return to the Raglan shoulder, but this is not at all pronounced as yet. The Raglan shoulder, originally developed from war conditions, being modelled on the lines of a cape sleeve, that Lord Raglan suggested for use by the wounded.

As regards prices for Spring, 1918, there is a great deal of foreboding on the part of manufacturers, on account of the shortage of wool, and some are talking of prices by from twenty to twenty-five per cent. over last year. One Montreal manufacturer reports having had to pay \$300% more for a certain woolen material than he ever had to pay before. It is agreed, that whatever prices do, they will not be less than those of last year, and the probabilities are that they will be a very great deal higher. But there will still be clothes to be sold at reasonable prices, though the qualities cannot, of course, be maintained if the prices do not materially advance.

DUPONTS ENTER DYE BUSINESS

AN announcement of great interest to the trade is that given by the big Dupont interests on Aug. 7, when they announced their decision to enter the coal tar dye industry. A concern with their immense wealth and capacity, taking hold of the dye industry, most assuredly means that they do not intend to allow Germany to ever again hold the textile trade in the hollow of their hand.

AEROPLANES A FACTOR

THE immense orders being placed by the United States Government for aeroplanes, under the belief that the war is going to be largely won in the air, is rapidly becoming a factor in the textile industry. The specifications that have appeared for tenders for cloth used in wings, have so far called for linen, but it is understood that linen yarn cannot be secured in sufficient quantities and in consequence exhaustive tests are being made to discover what other material can be successfully used. The material being used in France, is in appearance not unlike the heavy pongee silk used in men's suits but is closer in texture. The warp appears to be spun thread with the other tussah.

If silk is decided upon as the material to be used entirely in the aeroplanes, that according to the vast programme of the United States Government will be manufactured in the next few months, it can hardly fail to have a bearing upon the raw silk market.

COTTON IN INDIA

AT the present time India is growing from 250,000 to 500,000 bales of very fair cotton, which is quite fit to be used in Lancashire, and which is, as a matter of fact, very largely used both in India and in Japan.

INCORPORATIONS

Atlas Silk Waist Mfg. Co. Ltd., has been incorporated at Montreal, with a capital of \$20,000 to manufacture and deal in dry goods and silks.



ROLL OF HONOR

Browns, Ltd., of Portage la Prairie, show good representation at the firing line.

DRESS FABRICS AND SILKS

DRESS GOODS PROSPECTS FOR SPRING

Situation Steadily Growing Worse—Report That British Government is About to Prohibit Manufacture of All Wool Materials—First Fall Showings in Toronto Stores Reveal no New Feature.

A DISCUSSION of the prospects for Spring dress goods, with a number of the leading importers, showed clearly that there is an absolute dearth of definite information as to supplies, prices, etc.

The report published in one of the Toronto daily papers that the British Government is about to prohibit the manufacture of any fabrics containing more than 60% wool, seems to lack definite confirmation, but all buyers admit that it is well within the bounds of possibility and a definite announcement along these lines would come as no surprise.

Dress Goods

All buyers also admit that there is no probability of much that will be new in patterns or materials. As one said: "We were only able to get a few novelties from the States, but now that they also are in the war, with the government letting huge contracts for cloth and knitted goods that will keep many of the mills going to capacity and also increase the already acute shortage in wool, the prospects are that any attempt at novelties will be abandoned there also."

The British manufacturers are absolutely in the hands of the government and will only take orders, bound by such conditions as to prices, deliveries, government interference, etc., that they do not really constitute accepted orders at all.

Deliveries also are getting steadily worse. One large wholesale woolen house, whose business runs into the seven figures annually, reports that they only received to date twelve pieces of fine worsted suitings out of some two hundred placed for Fall. All the other houses report deliveries nearly as bad and likely to get worse.

Under these circumstances, most of the larger retail buyers are buying up their Spring stocks now, from wholesale stocks carried in New York, Montreal and Toronto, and anticipating in so far as they can, next Spring's wants.

Fall Displays

While formal openings are being held off all over the country, until the middle of September, largely because stocks are as yet far from complete, two or three of the Toronto stores have had advanced showings of Fall dress goods. These have brought forth nothing different from what DRY GOODS REVIEW predicted for Fall. Broadcloths and velours lead in the better cloths, with serges, poplins, gabardines and cheviots in hopsack weaves as secondary considerations.

The colors shown embrace all popular shades, but run strongly to wine shades, known as Elderberry, Beetroot, Burgundy, etc., Purples, Greys in Mole and Taupe shades, Navy Blues, Browns and Russian and Balsam Green.

Plaids in fine Botany worsted cloths and in neat colorings corresponding to the shades shown in the plain cloths are also very good. Most buyers speak well of plaids and stripe materials for next Spring also, figuring as they do on a large separate skirt business. Those who can do so, are stocking now many of these materials for the next season.

New York reports that placing for Spring so far runs largely to three fabrics, serges, poplins and velours. Broadcloths would also be good, but are rapidly becoming almost impossible to obtain. To give an idea as to comparative prices on these materials, one mill states that a poplin, which marketed last year for $1.37½, is now quoted at $1.95. In spite of this increased price, this manufacturer has found it necessary to cut all orders 25%, as his output was oversold.

It would seem then that in so far as staples are concerned, the retailer who can arrange to do so, would be wise to buy and accept immediate delivery for his Spring requirements. There would appear to be no danger in so doing, as the wool shortage has become so acute that conditions are bound to be worse by Spring. As one importer puts it: "We have only to read of the immense contracts being placed by the American Government to realize that those mills which are having difficulty in getting wool at the present time, are going to be in worse shape as time goes on."

Meanwhile, all report business as good. People are buying the better class of materials and cheerfully paying the prices asked. There seem to be as many broadcloths selling at $4 per yard as there used to be at $1.50, and all retailers report the cheap materials as being the hardest to move, mainly we suppose because the cheap article, nowadays looks as indeed it is, a very poor quality.

A report of the Calgary Wool Association's great sale on August 9, when 150,000 lbs. of Western wools were auctioned off at an average price of 60c, with some grades selling as high as 74c, gives a very clear insight into the wool situation.

It is interesting to note that a number of cloth orders for the United States Government have been placed with mills usually making dress goods.

One large selling agent, who commented on the fact that some retailers expected a softening movement and were holding back on that account, said there would be a softening movement all right, but it would be on the part of the buyer when he attempts to cover later on in the season.

FIRST DISPLAYS OF SILKS HAVE APPEARED

Bright Colors Have Place Along With Winter Hues—Demand Continues Despite Firm High Prices

DURING the month of August silks came in for a very great deal of attention in the retail stores. Fabrics of all kinds were the first of the new Fall lines to be featured and beside special displays of silks they were very important with other fabrics, taking as they do a prominent place as trimmings and linings. Wholesales, of course, are now pretty well stocked up with their Fall goods though orders are by no means complete yet.

Dress silks continue in great variety of color and design, stripes and checks being strongly in the lead. Richness and harmony of coloring are more noticeable this season than for several seasons past, bold primitive effects having no place. The almost universal som-

breness of color in the showings a year ago is not evident this year. Indeed a glance through any of the large Toronto silk departments and wholesales also reveals almost as much brilliancy as was evident in the Spring. Scarlet, mustard, gold and golden brown, blues Burgundy, dark, bright and light greens, cherry, terra cotta and mahogany provide a range of color in which everyone may surely find their heart's desire. Dainty little checks and crossbars in Saxe blue and coral, and large plaids in ruling, amethyst, gold, blue and brown combinations give one an idea of the freedom of choice provided. And besides there are many beautiful foulards and small all over patterns which win general approval.

Crepe De Chine Still Strong

As has been remarked in previous issues of DRY GOODS REVIEW, crepes distinctly hold a leading place for gowns. Best qualities of crepe de Chine are very much in demand. Last month we reported a manufacturer wishing for a thousand pieces. This month a wholesaler said that he could dispose of 1,500 pieces at once, if he had them. It looks very much as if no other silk has quite the vogue tendered to crepe de Chine. Both plain colors and fancy effects are in demand.

Satins continue to promise well

Especially are they good for separate skirts, in block and it looks as if a number of early Fall suits of satin will be seen on the streets within a couple of weeks. Taffetas continue to sell even at this late date and one leading silk house is confident of taffetas being almost as popular as crepe de Chine all Winter. Taffeta dresses seem to be about as staple in the stores as gingham aprons.

More and more garish do linings appear. Rich brocaded satins and both large and small strongly contrasted colorings in printed designs are prominent. Motifs depicting beetles, dragon flies, wasps, butterflies and other "denizens of the air" are found in the apropos surroundings of bright floral motifs.

Prices Have Not Curtailed Sales

From the United States comes the report that while manufacturers have felt gloomy about the high price of raw silks and the mounting manufacturing costs in the past, they are less concerned at present, and some believe the worst features of the growing costs are over. They point out that the high prices have not thus far curtailed sales, and that, after all, they say, is the real test. Until something happens that cuts down sales they feel it unwise to give way to their suppositions. Consequently the bulk of the manufacturers are going ahead with their plans the same as if they possessed plenty of raw silk and the price for finished goods was lower.

When asked what goods are likely to be wanted for 1918, manufacturers said that both satin faced goods and taffetas will be popular and crepes will not be far behind, if they do not lead. The soft draping qualities of satins are popular, as well as equally the diverse qualities of taffeta, while the soft crepes are wanted for various purposes which insures a heavy sale.

Notwithstanding the fact that raw silk and its manufacturers are the principal articles of export of the Empire of Japan and that there is no part of the country unsuited to silk-raising, the industry so far is conducted chiefly as a side work by farmers in their homes and only 26 to 27 per cent. of the entire number of farmer's homes are concerned. The supply therefore can be increased considerably.

There are possibilities of enormous development for the silk industry in Russia also, but so far neither the quality nor the quantity of raw silk produced there is of great importance. The application of a little science will no doubt bring the output up to a good standard.

COTTONS FOR 1918

In mention of cottons last month a hint was given as to the probable popularity of foulards. This vogue was brought about by the fashion for silk foulards, cottons frequently following silks in fashion. Now it is felt still more strongly that favor is coming the way of foulards in cotton fabric. But the matter is still by no means established beyond possibility of change. In fact the peculiarity of the whole situation as regards designs and fabric vogues in cottons of late is that there have been so many changes, and more fads than fashions. Without the guiding light of Paris at peace, New York cotton styles indulge in many vagaries, and set strange standards which frequently prove fleeting.

It is however well established that there will be sports stripes in good simple styles for the season of 1918. The large object ideas appear to have had their day, and there is every hint that they will be dead as the dodo next season. Instead of them, there will probably be something quite different. If the suggestions which are inspiring designers at present are adhered to in a general way then the chances are that small, close, all-over patterns involving the daintiest of tiny motifs may be in the lead. Paisleys appear to have passed, but here and there a trace of Paisley reminiscence may occur in a design. Whether such designs have any prospects of especial vogue is not to be asserted without further testing.

In the all-over patterns shown in chambrays there are some exceptionally neat and fascinating patterns consisting of many irregularly oval or elliptically shaped motifs with a delicate patchwork of various colors within the ellipse. There is a suggestion about these designs which recalls decorative work in the fairy pictures of famous illustrators of children's stories, and they are very charming indeed. Should these come into vogue they will appear in wide variety for the nature of the motif lends itself to varied arrangement, color, and size.

Charming varieties of the checkerboard pattern in ginghams are amongst the design-motifs likely to have vogue. In both color, and weave the squares of the pattern are varied, and there are contrasts between plain squares and squares with woven design in them.

For the present Canadian mills are going in for simple staple lines very largely. The high prices which are bound to prevail in almost every cotton line offered make manufacturers wary as to novelty lines, and there will not be any tremendously pronounced novelty vogue in 1918 as far as indications go at present. But the styles will be pretty, essentially pretty. It is probable that a refreshing effect on the minds of consumers will be produced by the change from the bold large object patterns to the dainty, and women will very likely welcome the new ideas.

EXHIBIT OF CANADIAN WOOL

ONE of the most interesting exhibitions at Toronto Fair Grounds from the viewpoint of anyone engaged in anyway in the distribution of textiles, was that of Canadian wools, prepared by Department of Agriculture of the Dominion Government.

This was the fourth similar exhibit that has been held, but was by far the largest, and the most comprehensive.

The object, of course, is to encourage the sheep-raising and wool-producing industry in Canada, and to demonstrate thoroughly the methods of handling the fleece and marketing same, that will bring the best results to all concerned.

The exhibit embraced all the different varieties of wool produced in Canada, from the fine Western Merinos to the coarser Ontario domestics. It also showed these grades in both their scoured and unscoured conditions, and how the fleece should be sheared and handled so as to be most marketable. It was clearly demonstrated that care should be taken to keep fleece as clean as possible so that the shrinkage when sold would not be so great, as all wool is sold on a scoured basis, and in some cases 100 lbs. of unscoured fleece will only realize 66 lbs. of merchantable wool.

Referring to the fact that DRY GOODS REVIEW is often asked by retailers as to where they can best dispose of wools taken in trade, it was found that the government wool men are decidedly opposed to this method of marketing this product. They say that no one, not thoroughly conversant with wool can attempt to handle same, as the correct grading is a matter for experts. In consequence, the retailer in so buying is apt to either lose money or render an injustice to the party from whom it is received.

Warehouses: 48-50 MARGARET STREET, LONDON, W. 1, ENG. City Warehouse: 14 Old Change, London, E.C., Eng.

PARIS
NEW YORK
CAPE TOWN

R. G. MAXWELL & CO., *Manufacturers*

HAWICK, SCOTLAND & LONDON, ENGLAND

Cables: Goufbaa, Wesdo, London.
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A.B.C. Code, 5th Edition.

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Also mantle cloths in mixtures and piece dyes, Blanket and Velour finish, various weights and qualities, so that customers can have good deliveries by return.

WE GIVE SPECIAL ATTENTION TO THE SHIPPING TRADE.

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No agent in Canada. All communications to be addressed to 48-50 Margaret St., London, W. 1.

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Manufacturers of

Georgette Crepes, Crepes de Chine, Chiffons, Ninons and Novelties

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on yellow boards only.



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Economy Has Charm

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"Magog" Prints.

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PURE SILK

Wholesale only:
LISTER & Co., Ltd.,
Old Change, E.C.

See latest colourings and designs.
Sold at all leading houses.





See this ticket 

on every piece.

Crums Standard Prints are still the popular print for Canada.

The colours are fast, designs excellent and up-to-date, and the cloth possesses the maximum durability for hard wear.

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Messrs. McIntyre Son & Co.,
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Messrs. Gauvreau Beaudry & Cie.,
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The Calico Printers Association Ltd.

Advertising Dept., St. James Buildings, Oxford St., Manchester.



There's nothing better than "Cravenette" (Regd.)

"For Wet or Fine, Rain or Shine."

"CRAVENETTE" SHOWER-PROOFS

contain no rubber; they are shower-tight but not air-tight; keep you dry in wet weather, cool in warm weather, and warm in cold weather.

Dust-proof as well as Shower-proof.

The "Cravenette" proof is rain and weather resisting, as it treats each separate fibre of the cloth; it is permanently rainproof, water running off as from a duck's back. The ventilation is perfect, the goods being porous.

ASK FOR "CRAVENETTE".

Obtainable in many varieties of textures, designs, colorings, and weights; be sure that you get genuine "Cravenette" by seeing the stamp on the back of the cloth or inside each garment.

The CRAVENETTE CO., Limited, affix their stamp only to such goods as are suitable in quality for Shower-proof purposes.

REG^D TRADE MARK "Cravenette" PROOFED BY THE Cravenette Co LTD

Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality of the Material.

If any difficulty in obtaining "CRAVENETTE" please write to

THE CRAVENETTE COMPANY, LIMITED
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YORK MANUFACTURING CO. SACO, MAINE.

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THE PERFECT WOVEN WASH FLANNEL

FAST COLOR PATTERNS

Does not shrink or scratch like wool.

Most adaptable for stylish day garments and comfortable night wear.

MADE BY Massachusetts Cotton Mills

Pegasus PLAID Blankets

Excellent Color Combinations

Warmth without weight—Leather finish. Retain their brilliancy of color after cleaning.

SMITH, HOGG & CO.
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YOU CAN SELL WITH CONFIDENCE IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

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ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

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We'll Prove It

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Two specialties from The Lanura Co., Ltd., Leeds, Eng.



FLANNURA, the unshrinkable fabric, is an exceptionally suitable material for every kind of night and dressing room wear. There are 40 exclusive designs and the name is stamped on the selvedge. The colors are guaranteed fast, and pieces made up in 50 yd. lengths—width 30 inches. This cloth does not shrink. Warmth without weight.



SYCURA, the Ideal Flannel. Sycura is delightfully soft and fleecy to the touch. Sycura is non-shrinkable, thoroughly durable and produced in a range of 40 exclusive designs. This cloth has a reputation and has stood the test for a quarter of a century. Put up in 30 yd. ends and in widths 31 inches and 35 inches.

Pattern range and feelers are sent free of charge.

Sole proprietors of Sycura and Flannura.

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Leeds, England

Agent for Canada, J. E. Ritchie, 591 St. Catherine St., West, Montreal.

MANY NEW AND INGENIOUS TOYS

Much Improvement Noted From a Year Ago—Germany Will Find Serious Competition From the Japanese at Cessation of Hostilities—War Toys of all Kinds Quite Numerous.

WHEN one looks back over the past fifteen years and compares the toys mostly sold at that time with the highly ingenious and durable lines now on the market, a very large proportion of which have a useful lesson to teach, one is forced to wonder at the change. The toys of fifteen years ago were very largely made of tin, solder and bright paint, and in many instances they lasted about fifteen minutes in the care of the average child. People had not at that time got educated to the fact that it paid to pay a fair price for a toy as for anything else, and one that cost a couple of dollars and lasted a year was cheaper than the 25c article that did not outlive Christmas Day.

Even before the war the idea of improvement in the toy lines, both from durability, common sense and educational qualities, had begun to take hold of the trade, but the closing of the German markets, shutting off the supply of cheap, worthless, rubbish that constituted 90 per cent. of their product, hastened developments. To-day toys are being made which cost more money, it is true, but which with reasonable care are playthings for months, instead of hours, and which in many cases are of great educational importance. That the children of this continent will never again be satisfied with cheap, gimcrack, tin and paint rubbish, and that the parents have also learned their lesson, that the more expensive toys actually pay, is evident by the quality and quantity of high-grade toys now being put on this market, and augurs well for the future of the whole toy industry in both Canada and the United States.

At Toronto Exhibition

Quite a number of both Canadian and American toy manufacturers had interesting exhibits of their lines at the Toronto Exhibition, and quite an improvement was noticeable over last year, particularly in the lines of dolls shown. Both American and Canadian-made dolls, with real hair and life-like features, were quite numerous, some American lines with moving eyes, and had quite decidedly a better appearance than many of the crude numbers brought forth the first two years of the war. It is very evident that the manufacturers of this line are not in the business for the duration of the war only, but also do not intend to allow Germany to ever again control the doll industry, in so far as this country is concerned at any rate. That there can still be improvements made there is no doubt, but much has been already done; and, considering the high prices of material and labor, the prices quoted compare quite favorably with the pre-war prices of German lines; and there is as well no question but that the dolls shown are constructed to stand more wear and tear than any imported lines have done in the past.

Among the other new lines on exhibit was a small bicycle, constructed of light steel and wood, that will sell for $10, and will certainly be a welcome addition to the toy family from the viewpoint of the boy whose father could not afford a high-priced bicycle.

There were also a large number of "Construction" and builder toys, in wood, steel and brick, selling from 25c to $15; and the usefulness and popularity of these toys is now assured. That they are being constantly improved upon goes without saying.

Among the war toys was a genuine machine gun, with magazine for 12 wooden bullets, automatic elevation, heavy tripod, that shoots 10 shots every second if desired, and stands 16 in. from the ground. This retails for $4.50.

Then there was a diving submarine, with submerging planes, that can be so placed that the toy will run submerged or on the surface, and carrying a torpedo that can be released by touching the periscope, and which has its own propellor. This ingenious little toy sells for $2.25.

Genuine wireless outfits, that actually transmit messages, and which are so effective that the Government has prohibited the sale of all but the smallest models, until the expiration of the war, will certainly delight the boy with a mechanical bent; while the embryo chemist will get much pleasure out of the chemistry outfits, that contain a number of harmless chemicals, and directions for electro-plating, nickel-plating, soap-making, ink-making, etc.

For the girls, the Red Cross nurse's outfit, containing complete uniform, scissors, bandages, splints, adhesive tape, dental, flos, court plaster, etc., and with a book of primary nursing instructions will at the present time prove very interesting.

"Kiddie Kars" seem to be going as popular as ever, and along the same line are a number of similar devices that are called kiddie horses, spiffy cars, Jim Dandy cars, etc. These are likely to be with us always, as, like the girl's doll and the boy's wagon, they fill a place of their own in the child life.

There was also a noticeable exhibit of Canadian-made iron toys, trams, horses, wagons, etc., which seemed as far as could be told as complete and nifty a range as ever shown in the imported lines.

A French outfit, comprising sandbags, trench periscope, trench mortar, shovels, ammunition box, signal flags and ensign, will help the average young soldier to demonstrate to his parents how the war should be conducted, and should be a good seller.

Japanese Showing New Lines

Among the lines that are being put on the market for Christmas, 1917, are many lines—some quite new and original—from the land of Dai Nippon. There are too many of these lines to give all mention here, but there are a number worthy of special note. Among these are the Nippon hand-painted tea sets, in a size that is big and practical enough for the little girl to use for a real tea party. These sell for reasonable prices, one very pretty line retailing for $1.50. Japanese dolls are not taking so well as some of their other lines, as they make the likeness rather too much along that of their own kiddies; but in the smaller size bisque dolls they show some very good samples. They have also excelled themselves in making wooden toys, at very low prices, that appear to be good possible sellers. Among these are a model farmyard, wagons, wooden boats, etc. A new line is their line of horses, made of some form of composition covered with a cotton finish. These seem well made and of good design.

New Canadian Lines

Other new lines "made in Canada" are some extra good lines of blocks, children's writing desks and easels. These latter are toys constructed to stand hard wear. Then there are some splendid model houses, kitchen cabinets, pianos, etc., made in our woodenware factories, that are quite pleasing to the eye.

In games, there seems to be nothing very new offered. The fad of years ago, "ping-pong," is being shown again quite strongly, and is expected to have a new lease of life.

Mechanical toys are in the cheaper grades, nearly all of Japanese construction, and appear to be nearly as flimsy as similar lines that we were accustomed to from Germany. In the better lines, however, mostly manufactured in the U. S. A., there is some good stuff, including a large range of the ever popular mechanical trams on tracks. It is noticeable that few jobbers are showing electric trams this year owing to there being considerable dissatisfaction with some inferior lines that were put on the market, and in consequence the buying public is fighting a little shy of all similar goods.

Altogether, there seems to be nearly as large a range of all toys, dolls excepted, as was ever offered to the trade, and as was said at the first of this article, the ones that are selling are of the better grade.



NEW NEEDLEWORK DESIGNS

Some of the new designs in stamped needlework, as shown by Belding, Paul, Corticelli, Ltd., Montreal.

TOILET GOODS

Really Nothing Very New Being Shown, Parisian Ivory Still Holds Lead—Tortoise Shell on White Backs, New York Novelty.

An examination of the lines shown by Canadian jobbers, reveals but little of newness in toilet goods. White Parisian Ivory continues to lead and is having good sales, but most jobbers report ebony a little stronger than it has been the last couple of years. A lot of business is being done in separate pieces, one dealer expressing as his opinion, that the reason for this was that many women were making soldiers' kits, etc., and using these articles therein.

New York reports colored imitation ivory as being introduced quite strongly. These goods are mostly being made in pink or pale blue, and is being used over a background of white, very often an initial or monogram being cut through the top sheet, to show the white. The effect is said to be very attractive and to closely resemble enamelled ware.

Another new combination, that must be very handsome, is that of Tortoise shell, laid over the white ivory, the white being left to show a wide border along the edge. In these too the initial is quite often carved through the shell, showing the white beneath.

ART NEEDLEWORK

Interesting Things Shown for Holiday Embroiderers and Knitters

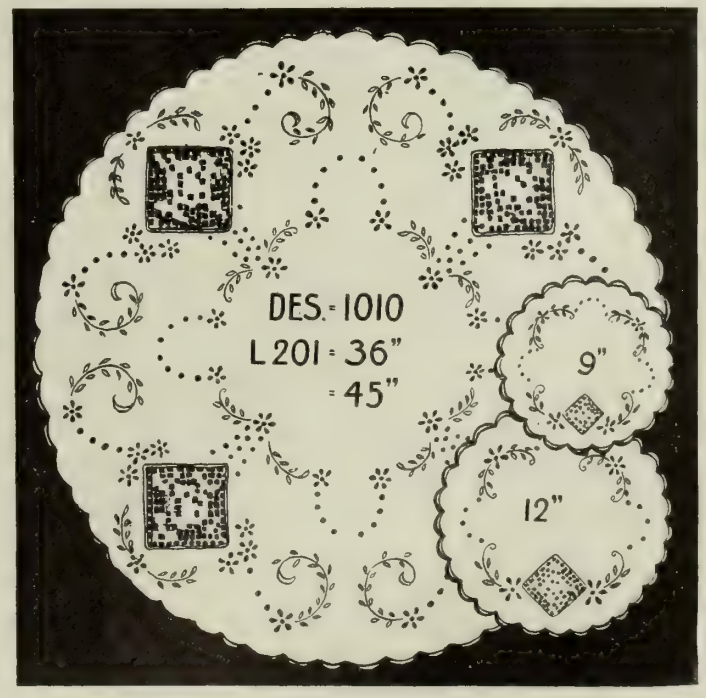
IN fancy work lines for the coming season there is more abundant novelty, and more special fitness than ever before. The direction which manufacture of goods for this department is taking is in the production of completely finished goods, perfect in every detail and which require only the embroidery to make them handsome gifts.

Dame fashion has dictated that the knitting of sweaters shall be in still greater vogue, and as a result large handsome knitting bags to hold sweaters while in the process of completion are being shown. The designs of these are exceptionally good, and as gifts they promise to go well. Smaller work bags are also coming in plentiful variety, and novel designs.

Whole Bedroom Set is New

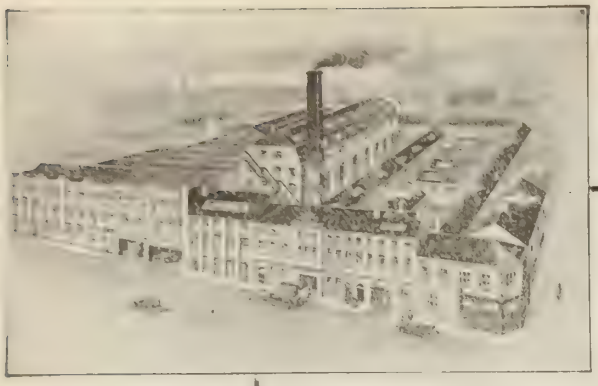
Complete matched bedroom sets form a new and ambitious line in fancy work offerings for embroidery this season. These are exceedingly tasteful and include curtains, valances, table covers, dresser-scarf, lounge pillow, work-bag, pin-cushion, and candle shades all to match. While there is of course considerable opportunity for the purchaser

(Continued on page 45.)



AN ATTRACTIVE LUNCHEON SET

Consisting of cloth, 45 inches, and doilies 12 inches, showing attractive design for French embroidery and filet crochet medallions.



MUNITIONS MUST TAKE FIRST PLACE.

After the War Flood the Deluge of Trade Wants will, we hope, find you and ourselves——**READY.**

Our resources will be fully at your service for the supply of

SNAP FASTENERS, HOOKS AND LOOPS, HAIRPINS AND GENERAL SMALL WIRE GOODS.

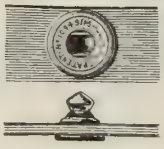
NEWEY BROS., LTD.

BREARLEY STREET BIRMINGHAM.

CONTRACTORS TO THE ADMIRALTY, WAR AND INDIA OFFICE.



Newey's Rustless Spring.



Newey's Indestructible Spring Equipment Fastener.



Newey's Springbok Hairpins.

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Toilet Sets, Etc.

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These advertisement Cloth Brushes will be delivered f.o.b. Liverpool or London against payment in London.

Size of Brush, 6¾ x 1⅞ ins.



Size of Brush, 6¾ x 1⅞ ins.

6 doz.	12 doz.	30 doz.	60 doz.
$2.75	**$2.50**	**$2.25**	**$2.00 per doz.**

This price includes a Celluloid Tablet, 5½" by 1" printed in two colours, fixed in the back of the Brush; your own sketch or wording.

This Cloth Brush is made of pure bristles, and is of best English manufacture. Quotations for larger quantities obtainable of

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11 Fore Street, London (England)

HAT PINS, 4 pins on card, 4-5-6-7 inch, white, black and dull.

STEEL CROCHET HOOKS with cap, size 1½-8, solid or assorted.

CELLULOID KNITTING NEEDLES, 4 to set, sizes 7-8-9-10-11.

STEEL KNITTING NEEDLES.

HAIR PINS, boxes and packages.

SPORT VEILS and **HAIR NETS.**

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77 Wellington Street West :: Toronto



"Julian Sale"

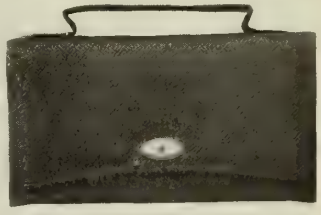
Canada's Largest Exclusive Leather Goods and Novelties Makers

Our Travellers

are booking big orders all along the line

In face of the fact that there have been manufacturing conditions which at the time seemed to be almost insurmountable from the viewpoint of increased assortment and variety in the lines we specialize on, we are telling **"the whole truth"** when we say that our representatives have never carried larger and better lines in Leather Goods and Novelties than they have the good fortune to greet you with this season. And for that very reason our customers are showing their practical appreciation in the placing of most generous orders for present and holiday delivery.

For years we have held a high place in our own special lines with the trade in Canada, and during the war period have given resourcefulness the fullest test in producing the "Julian Sale" lines.

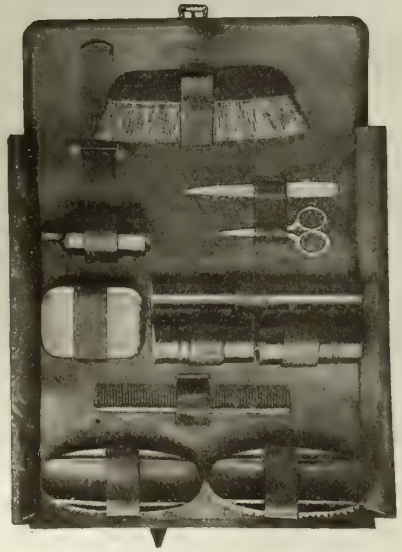




Specially mentioning Hand Bags, Strap Handle Purses, Dressing Bags, Dressing Cases, Manicure Cases, Jewel Cases, Toilet Rolls, Writing Cases, and host of other things counted in the list of leather goods and novelties.

When our representative calls give "Julian Sale" lines the place they merit in meeting the demands of your customers for "good goods"—and in the meantime let us have your name for

Our New Catalogue to be Issued Shortly



If you come to Toronto to the Fair make the "Julian Sale" Building your headquarters

You are welcome!—Wholesale, factories and sample rooms, King Street west, corner of Portland. Five minutes from corner of King and Yonge Streets, on King Street car.

THE JULIAN SALE LEATHER GOODS COMPANY, LIMITED

600 King Street West, Toronto

KRUEGER'S NOVELTIES

FALL LINE READY

Write for Our New Catalogue No. 3

Illustrating hundreds of dainty original articles for the Infants' Goods Department

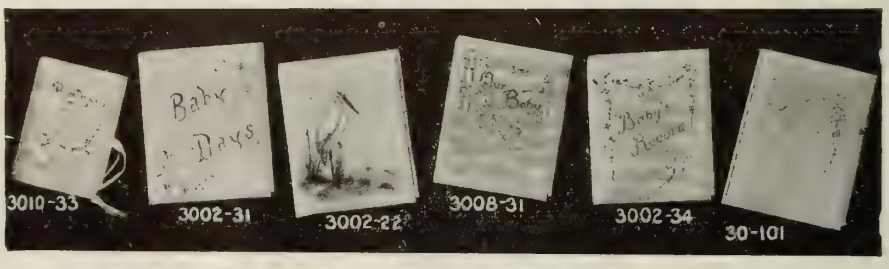


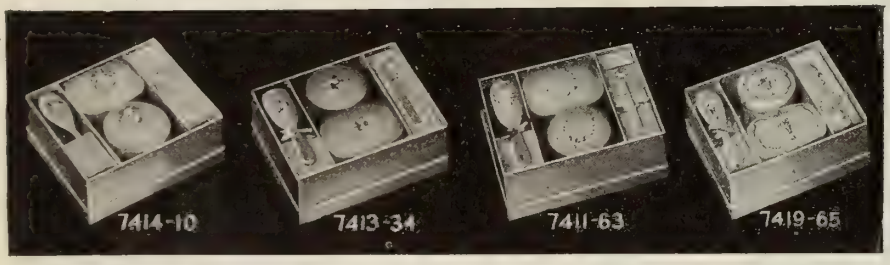
Satin Ribbon Carriage Robe Holders

21-77	Doz.	$6.50
21-67	Doz.	$4.00
21-68	Doz.	$6.00
21-29	Doz.	$10.00
21-27	Doz.	$12.00
21-66	Doz.	$8.00

Baby Record Books

3010-33, doz.....	$6.00
3002-31, doz.....	$8.00
3002-22, doz.....	$8.00
3008-31, doz.....	$8.00
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30-101, doz....	$6.00



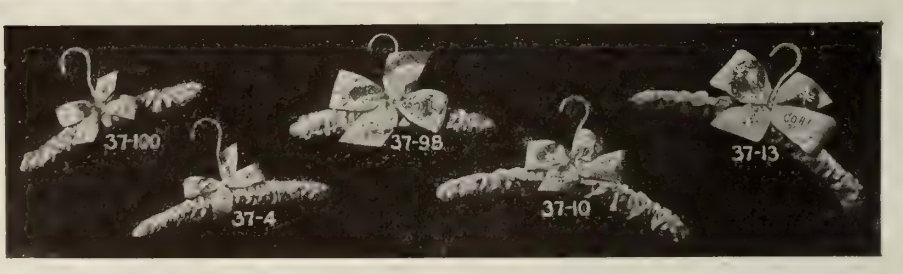


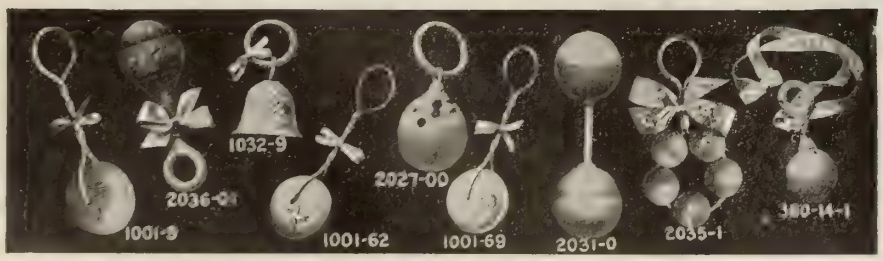
Four-piece Hand Painted Toilet Sets

7414-10 ....doz.		$9.00
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7413-34 ....doz.		$9.00
7411-63 ....doz.		$9.00

Hand Painted Satin Ribbon Baby's Coat Hangers

37-100	doz.	$3.50
37-13	doz.	$8.00
37-4	doz.	$4.00
37-98	doz.	$6.00
37-10	doz.	$6.00





Hand Painted Celluloid Rattles

1001-9 .....doz.		$2.00
2036-01 ....doz.		$2.00
1032-9 .....doz.		$2.00
1001-62 ....doz.		$2.00
2027-00 ....doz.		$2.00
1001-69 ....doz.		$2.00
2031-0 .....doz.		$2.00
2035-1 .....doz.		$2.00
360-14-1 ...doz.		$2.00

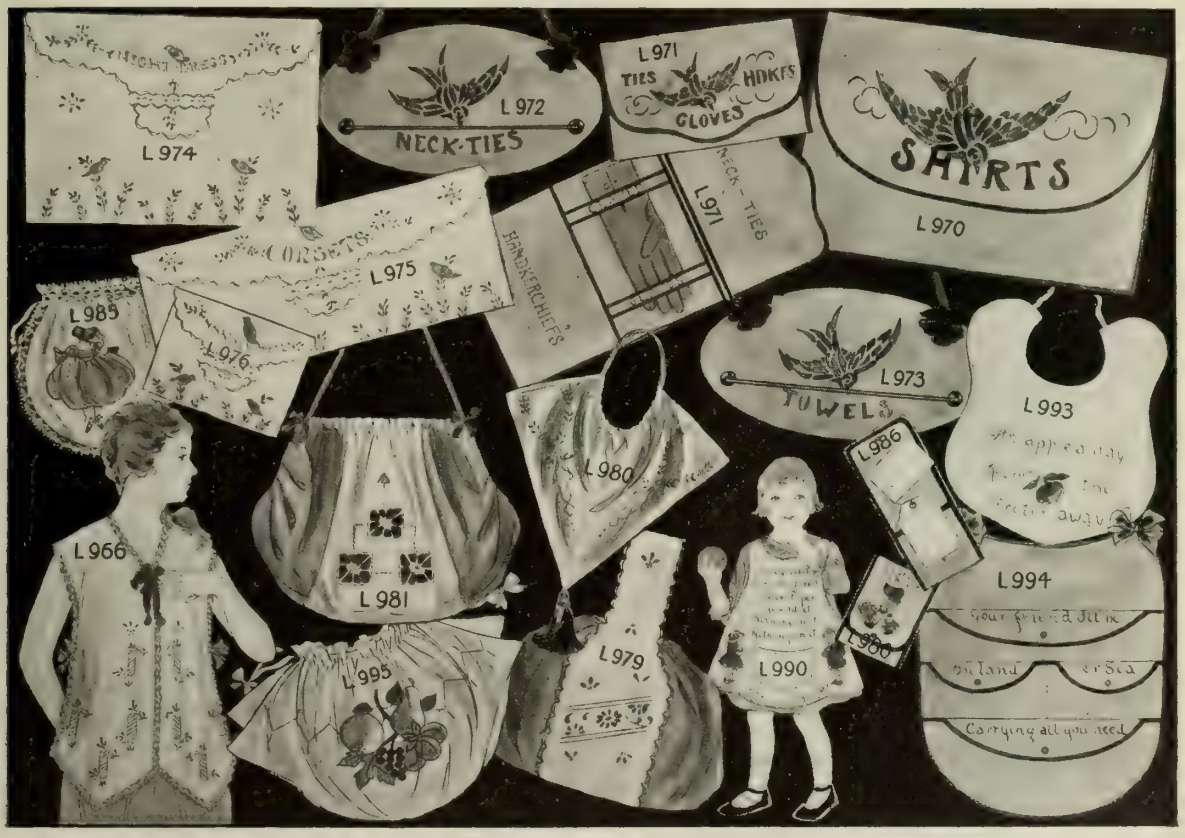
RICHARD G. KRUEGER, Inc.

Manufacturer of Infants Hand Painted Novelties

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BELDING PAUL CORTICELLI LIMITED

B.P.C. XMAS NEEDLECRAFT NOVELTIES



ATTRACTIVE designs, excellent materials and careful workmanship characterize the B.P.C. line of Xmas Needlecraft Novelties. Every piece comes to you perfectly made in every particular, ready to sell—no fussing with stray parts, no mislaying or losing them—just unpack and they're ready for your customer.

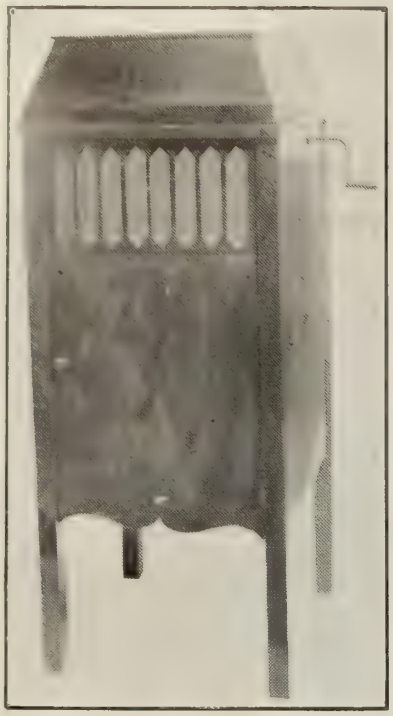
Our 1917 catalogue and supplements show novelties of new beauty and charm—wonderful sellers that no Art Needlework Department should omit from its display.



We manufacture Corticelli and Beldings Art Silks, Spool Silks. Also Mercerized Crochet and Embroidery Threads.

Belding Paul Corticelli Limited

Sales Offices: Montreal Toronto Winnipeg Vancouver



Territory now open for live agents.

Write us at once for information.

Extract from Toronto Globe, Sept. 1st, 1917.

MELBAPHONE

A real novelty in Canadian manufacture is the Melbaphone. It is a development of the best in gramophones of the highest type, and in this alone a striking example of how rapidly Canadian manufacturing is overtaking and even surpassing the competition of two continents. The Melbaphone would be a credit to make. This feature of being made in the country enables it to be sold at a lower figure than other high-class gramophones, whether in cabinet or other form. The distributors for Canada are the Torcan Fancy Goods Co., and their stand is found in front of the Railway and Transportation Building, right in the centre of the grounds.

A special needle secures a wonderfully pure tone, and the records put on for *The Globe* examination were among the most striking in the purity and sweetness of result that could be got from any machine. The highest soprano notes of Pascuale, in her coloratura work came out clearly as a carillon, and was a surprise to listen to, even in these days of advanced taste in such things. The machines play all records, irrespective of make, Edison, Victor, Columbia, Pathe and all the others. The Melbaphone is made in six models, in table and cabinet form, and the designs are all capitally artistic. The wood used is first-class, and take the kind of polish the housewife delights to see in the room.

An automatic stop is claimed to be the simplest of its kind yet produced. The tone control is a simple matter of perfection. Another new and exclusive feature is that it is placed in front of the horn, which does away with the muffled tone that is such a bother in the gramophone control. As a sample of the interchangeability of the make, it might be added that these special needles can be used on any other machine.

The main thing, however, in the exhibit is the tone produced. This is exquisite in its full sweetness, utterly free from "machine" effect. Not only instrumental pieces, but the spoken voice and the sung song are perfect running down as these do the whole extent of compass and up, as stated to the finest coloratura work of a leading operatic singer. A visit should be paid to this booth where a demonstration will be at once arranged; it ranks as one of the less showy but educational of remembrances of the Exhibition.

FOR SALE BY

TORCAN FANCY GOODS CO., LTD.

77 BAY STREET TORONTO

The Great Popularity of Pearl Buttons

The Pearl Button is most appropriate for the sewing that women are doing at home.

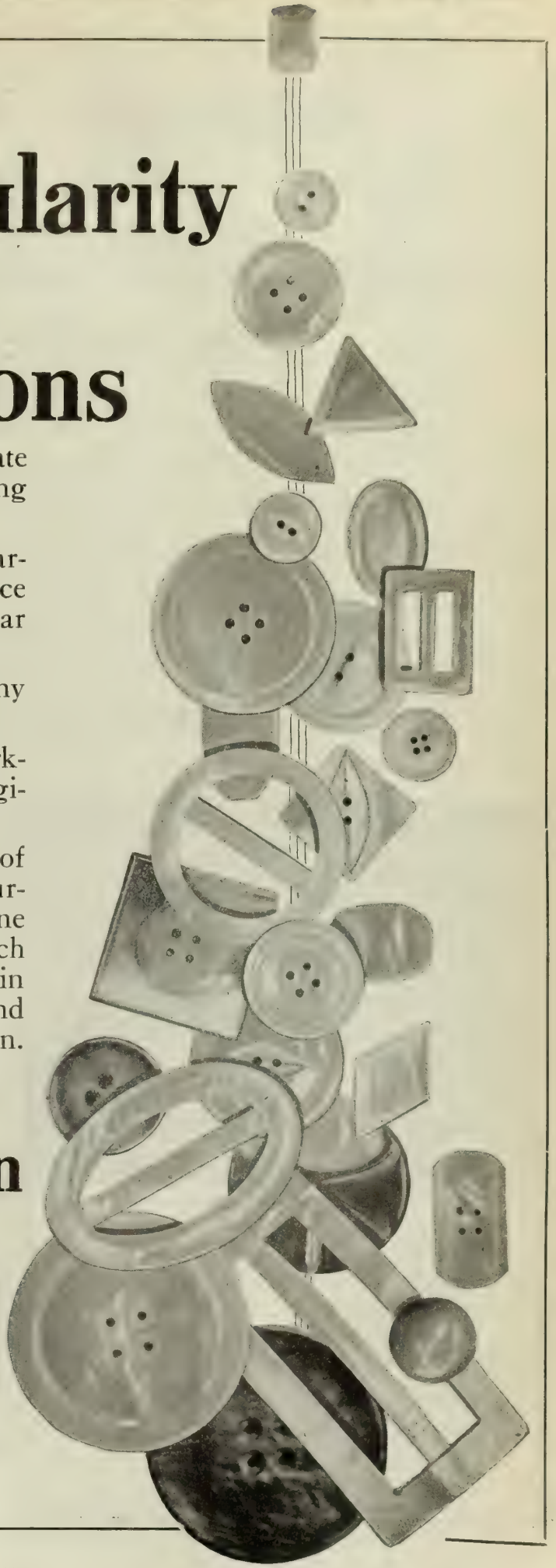
Pearl, even plain, beautifies the garment. And fancy Pearls enhance appearance and value to a degree far beyond their moderate cost.

Our Pearls are ideal for meeting any demand.

To first-quality, material and workmanship are added designs of originality and attractiveness.

Our facilities for the manufacture of *EVERYTHING* of *Pearl* are unsurpassed. Besides Buttons our line includes *PEARL SLIDES,* of which we show the greatest variety in America, *Pearl Cuff Buttons* and *Pearl Novelties* of every description.

If you are not coming to New York, write for samples.



Hamburg Button Company,

—Manufacturers—

Established for Twenty-five Years

NEW YORK OFFICE: 1140 BROADWAY
N. E. Cor. 26th Str.

CANADIAN OFFICE: 14 PHILLIPS SQ.,
Montreal

Address all Correspondence to New York Office.

Stamped Art Goods

For Art Embroidery

READY MADE

NIGHTGOWNS, ENVELOPE COMBINATIONS and CORSET COVERS

CHILDREN'S DRESSES

Ranging in sizes from six months to six years, at popular prices. These dresses are made of a good quality Lawn, Poplin and Pique.

Stamped and Made Ready for Embroidery

The designs are exquisite, and easy to work.

Our line of White Centerpieces, ranging from 6" to 36", Scarfs and Pincushions, Dinner Sets (13 pieces), and Tea Sets (7 pieces), are exceptionally clever in design.

These are stamped on linen-finished cotton goods.

To be retailed at popular prices.

Montreal Salesrooms: Coristine Bldg., Room 27

DALY & MORIN, Ltd.

Factory and Warehouse: Montreal, Lachine, Que.

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" "Crystal"

Mercerized Cottons *Artificial Silk*

Embroidery Materials

Fancy Linens *and* ***Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom: Bay and Wellington Streets Toronto, Canada

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness —it compels people to think of you.

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

MILLINERY

OPENING DISPLAYS PROVE INTERESTING

Wholesales Abound With New Creations—Vivacious Colorings Relieve Sombreness—Flat Tassels, Novel Plumage and Fancy Braiding Are Features.

The month of August proved a most interesting one for the millinery trade. The shortage of Parisian models did not cause any noticeable decrease in the number of hats displayed in the first Fall offerings, and it is safe to say that left more to their own resources our milliners really are showing creditable development from season to season. For instance, when one takes note of the models ornamented with that trimming most difficult of all to make artistic—wide ribbon—there is scarcely one effect which is not pleasing. To be sure, wide ribbons are for the few rather than the many but its very rarity makes its use all the more a subject of notice. When a thing is struggling for a place in fashion its success depends largely upon the originality, art and novelty with which it appears. It cannot afford to be careless and unstudied. The Fall wide ribbon-trimmed models are therefore, with a few exceptions, exclusive. Long loops extend in dashing lines imitative of the fashionable wings, or are in novel bandeaux giving variation to the popular feather effects. Wide ribbons have specific styles to follow, not general ones.

To consider the rule of fashion, however, is perhaps as essential to the average buyer as to take note of the exception. The month's displays emphasized strongly the features noted in the last two issues of DRY GOODS REVIEW and in several cases the majority of both pattern hats and models made in their own workrooms were pretty well sold up during the first week of the wholesales' displays. Big orders have come in from the west also for many of the exclusive models, all of which proves that the fashions shown are considered authentic as well as saleable.

Many Vivacious Colors

The matter of color this season bears a little more vivacity than prevailed a



ONE OF THE LARGER SHAPES.

Although the tendencies are for the smaller hat, this one in black velvet, with plume trimming will be well thought of.



FOR THE YOUNGER SET.

This attractive cheau, with shirred crown and brim turned down around the face, depends entirely on its becoming shape for the favor it is bound to receive from the grown-up miss.



NEW PARISIAN MILLINERY.

Draped model is by Suzanne Talbot. Turban of Oriental velvet and felt, with spider knot of ribbon designed by Jeanne Duc. Velvet with uncurled ostrich feathers in Germaine model.

year ago. There is quite a fair showing of mustard cherry, beet root, scarlet, cerise and peacock green, along with the taupe, mole grey, brown, pansy and navy black and two-tone effects which are prominent. Apart from ribbon, feathers, ornaments, braiding, fringe and tassels and a few novelties trimmings are not a strong item. The most approved hats are decidedly "millinermade" in appearance for they have an abundance of fabric puckered, pleated, tucked, folded and draped into shape. One model featured at Eaton's is of a very dark pansy silk velvet with tire brim and no trimming at all. The velvet is puckered in the intricate trail of a braiding pattern all over and is quite novel. Continuing the big use of narrow ribbon there are two models at Simpson's, one in navy and the other in putty color, made of ¼-inch velvet ribbon frilled in spiral shape forming soft tam crowns and small brims.

One type of burnt feather which is new is formed into slightly curved bandeaux with the feathers quite close together and each one stitched in place so that they have the appearance of fur. These are used for brims, underbrims and crown bandeaux.

Some Models Described

A handsome dress hat of black velvet had wide brim and soft crown. The trimming was a heavy black silk cord at the crown base with long ends and 6-inch black silk tassels; the underbrim was of rose chiffon velvet and had a small veil of sheer lace suspended from the centre of the brim all around. Another large hat with aeroplane crown of mahogany velvet had upper brim of silver cloth; the only trimming was a large flat tassel hanging from the top centre of the crown.

The sand and navy combination was depicted in a model of sand Georgette with pleated edge and high soft crown of blue velvet. Two tassels of sand and blue trimmed. A flat brimmed hat with shirred scarlet silk crown and navy velvet brim was very effective.

Wool Darning

Many of the soft medium sized velvet models have much wool darning in white or colors and perhaps wool tassels as well. The stitches form stripes, squares, diamonds or other designs. One flat brimmed model of black velvet had 2-inch diamonds cut out of the brim and filled in with white wool darning. A neat little tam crowned hat was of mole velvet with brim made of alternate strips of paddy green and mole ribbon 1½ inches wide, fringed at the ends. A flat green tassel hung from the crown.

Tire brims, soft effects, braiding of various kinds including chenille, oriental velvet, clam shell brims and wired spider bows of ribbon continue as strong features in New York and also Canadian wholesales.

Little wreaths made of narrow metallic ribbon and gold or silver thread stitches to imitate wheat are shown frequently also.

Flowers Forgotten

Little mention is made of flowers in Paris, New York or Toronto. Various types of military hat are to be found. Paris' latest is patterned after hat worn by the American troops whom they have recently welcomed. A recent Germaine model has a novel mount made of a great many tiny birds.

For sports wear some new soft felts are made reversible. The crowns have basket weaving of ¾-inch double faced satin, faille or moire ribbon. A white felt has navy ribbon woven to show the felt while another has a combination of Copenhagen and gold.

Models at Long Beach

At the recent Millinery Fashion Show at Long Beach, Jas. McCreary & Co. showed a large black velvet model featuring an entire burnt feather crown. R. H. Macy & Co. had a navy velvet sailor trimmed with peacock blue burnt feather wheels laid about the crown and showing a silver rolled band below. Lord & Taylor sent a large shape of goblin blue velvet with a high puffed crown trimmed with terra cotta and sand flat flowers about the crown. A four-cornered model from Gimbel Brothers was of black hatter's plush with a double brim effect from four slashed sections, the upper brim being laid back on the one piece lower brim, these slashings edged in rolled black ostrich banding. Saks & Company showed a medium sized black panne Napoleon shape, high curved cuff at the front and back and coming out of the side of the cuff a long tassel of grey silk.

The assets of the A. E. Rea Company are being offered for sale by tender. This concern has been running under liquidator's control for a couple of months.

ART NEEDLEWORK

(Continued from page 35.)

to exercise skill and needle-craft in the embroidering of these still the fact that they are complete except for the embroidery makes them most popular. The embroidery is in French knot and daisy pattern, and the sets can be had in either soft pink or dainty blue material. Narrow gimp for edging is also supplied in some cases to match.

Other Clever Ideas

Numerous other clever lines for the fancy-work department are discoverable. There are for instance the many articles for gift-giving for the mere man. It is proverbially hard to find suitable fancy work gifts for men, but some excellent and interesting lines will be shown this season in necktie racks, shirt cases, handkerchief cases, also in a very clever combined tie, handkerchief and glove case. All have room for neat embroidery which is not excessive, for menfolks do not care for over-embellished dressing table articles.

Pretty Party Ideas

Bridge supper sets complete form another novelty of this season, and the ordinary lines of bridge table sets are also well to the fore.

First Aid bags make a special feature this season, and are designed to be even more complete than before. Paper and string bags, bring another reminiscence of the period of economy in these articles due to warfare. Cases for travelling slippers, hot water bottle covers, and dining bags are shown amongst the seasonable goods now coming along.

A Dainty Set

There is a very dainty set produced in the line of hot roll holders and embroidered cases for the table holding hot corn, potatoes or eggs. These are a novelty, and a very attractive one.

Children's play aprons, the Lucy locket style with good big pockets and fascinating embroidery opportunities are also shown. A combing sacque daintily lace trimmed is another of the specially fascinating lines, and there are shoe button and manicure kits, Japanese tea sets with serviettes to match, and night dress bags, corset cover and handkerchief cases, pullman aprons, and a host of similar lines for embroidery, all complete.

TRADE NOTES

Tabah & Co., dry goods, Brownsburg, Que., has sold out.

A. Germain, dry goods, Montreal, Que., has sold out.



FROM PARIS.

"Rose Petal" hat with soft velvet crown and narrow ribbon band.



A SMART OUTLINE.

Black velvet is the material used in this hat, which depends for its smartness on its clear-cut outline and ostrich trimming.

KNITTED GOODS

SPRING UNDERWEAR STRONG

One Large Mill Cancels Spring Prices—Orders Accepted Now at About 10 Per Cent. Increase—Mill Men Claim Retailers Adopting Wrong Policy—Many Lines Now Being Retailed at Less Than Mill Prices.

PRICES on Spring underwear continue very firm and seem liable to advance at any time. One large mill, that makes a very large proportion of Balbriggan lines for the whole country, has already withdrawn Spring prices, being sold up to the extent of its contract yarns. While not looking for business, at the present time, it is understood that orders can be booked on the basis of about 10% advance on opening prices.

Mill men feel that there is still considerable business to be placed on balbriggans and similar lines and do not seem anxious to get business at the present time as stocks are more than likely to appreciate in value very rapidly as the season draws nearer. That retailers, the country over were dissatisfied with the high prices asked for Spring and that many on that account, held off their buying, feeling that the great increase was unwarranted, there is no doubt, but the manufacturers claim to be in no way alarmed at this as they feel that the prices asked were amply justified by the state of the raw material and labor market, and that the retailers who held off will in most instances, be the ones to suffer.

Retailers Do Not Watch Markets

One manufacturer stated that the retailer has been taking the wrong stand all along in regard to rising costs. Instead of bringing up his selling price with the market he has sold, at very nearly his usual mark-up, lines that had in some instances, advanced 50% from the prices at which he had bought. In consequence many lines have been sold over the retail counter, this past season, at figures that were lower than present mill quotations for the same goods.

This reopens the discussion that has been carried on in DRY GOODS REVIEW for some time as to which of three attitudes the retailer should adopt (1) that of following the market and raising the goods he has in stock to prices that would conform with present wholesale quotations, (2) selling at about his usual mark up based on actual cost, and giving his customer the advantage in so far as he can or (3) striking the happy medium and trying in so far as possible to average his costs and base his prices accordingly.

Replying to the assertion that the trade has not shown good business wisdom, in retailing goods at prices below mill cost, it should be remembered that the retailers are dealing with the public, composed of individuals. Many of whom, wilfully insist on blaming all price increases on the merchant himself. Then, too, the smaller dealer has been faced by the problem of the big departmental stores and mail order houses, who have been for years protecting themselves to the utmost limit of their storage capacity and who by their thorough systems, can strike an average cost and base their prices accordingly.

A thorough understanding of the conditions that a retailer has to face at the present time, would make the manufacturer in question understand, that it is neither ignorance nor incompetence that have forced many of the retailers to undersell the market, but simply the necessity of adapting themselves to conditions forced upon them by competition.

That the idea, adopted by the larger stores, that of averaging costs and so basing prices, would seem to be the most feasible, is the opinion of the majority but this is only possible when some proper system of stock-keeping enables this average to be correctly arrived at.

U. S. Government Placing Orders Here

The United States government has been placing orders quite freely with Canadian knitting mills in the last few weeks. And this will soon be quite a factor in underwear lines. Altogether conditions would seem to lead to the probability of further price advances with great likelihood of a serious shortage of many lines when the season opens up, and retailers should be strongly urged to carry over any of the 1917 Summer underwear lines, without attempting to clear at sacrifice prices as the carrying cost will be more than covered by price increases.

That Fall stocks are coming in but slowly everyone admits, but some few mills, notably one large underwear mill that features ladies' lines strongly, have been making splendid deliveries and would appear to have their fall placing business pretty well cleared up and the buyers who placed with these people feel pretty well satisfied with themselves.

HOSIERY

Lisle and Silk Lines Expected to be Good for Fall—Spring Prices Fixed By Most Mills—One Large Canadian Mill Awaiting American Prices.

The lines of Spring hosiery are in most instances now in the travellers' hands and it is possible to judge, in some degree at any rate, what will be prevailing prices etc. There is however, great uncertainty as to how long present prices will last, particularly as one of the largest Canadian manufacturers has decided not to quote for Spring until the American mills do, which will not be before Sept. 4. This same mill, has also announced that all back orders of Fall 1916, and Spring 1917 are cancelled. Some of the jobbers feel that this is putting them in a bad box in so far as their own trade is concerned, but most admit that there was nothing else to be done as the concern in question was hopelessly behind in its orders.

Hereafter all mills, both Canadian and American will adopt the attitude of selling only to within a reasonable limit of their output and opportunity to all their customers, a percentage of the orders according to average requirements. That this will be better for all concerned seems evident and should help to put the hosiery trade on a more business like basis. Jobbers, who know how much they are going to get of any one line in a season will not oversell themselves and consequently will

not have to keep retailers waiting for lines placed, but not delivered, but which could have been secured elsewhere, had it been known in time that their orders would not be filled. For the lines that are quoted for Spring, there is of course quite an advance over a year ago. Twenty-five cent lines are practically off the market, last Spring, $2.25 lines being now quoted at $2.60 to $3.00 and this gives a fair indication of increases all along the range.

Both jobbers and manufacturers are Fall and Winter months on lisle and silk hosiery. They base this belief on the fact that cashmere lines at reasonable prices are going to be so coarse and unsightly that many women will wear heavier shoes and underwear and continue to wear silk or lisle hose. Whether this will continue to be the case or not, when the thermometer drops below zero, remains to be seen but there is no doubt that the retailers have had a phenomenal lisle hose season both in ladies' and men's lines. Some men's wear dealers, in particular, claim that they practically sold no cashmere sox all Summer, whereas the normal Summer demand was at least 50—50.

White Hosiery Strong for Spring

Another noticeable feature for Spring placing is the quantity of whites that are being ordered. Retailers generally seem to be fairly well stocked on black lines but are flooding in both sorting and placing orders in whites. This is causing the jobbers some anxiety as the mills will in most cases only accept orders on a basis of 50 per cent. black, their reason being of course that oil stains, etc., caused a heavier list of "seconds" in the white goods.

Fall Deliveries Fair

Fall deliveries in British hose continue of course very slow. Canadian lines of the coarser qualities are well to hand, but all lines, both Canadian and American that require the finer grades of wool are coming in very slowly. This condition seems likely to continue and Fall deliveries will be spread out pretty well over the next three months.



KIDDIE'S SWEATER A BEAUTY.

Bright yellow Shetland wool, hand-knitted sweater for the little miss. She has a loop over sash just like her big sister's. The collar, cuffs and tassel ends are of brown angora, which lends a touch of contrast both in material and color. This exclusive model is of the slip-over-the-head variety.

SILK AND WOOL SWEATERS

First Showing of Fall Lines—New Pull-Over Styles Selling Well.

The stores of Toronto, Montreal and Hamilton have all been showing their early arrivals in Fall sweaters and while there is really but little of striking newness, some very pretty effects have been achieved.

Brushed wool lines continue to lead and are being shown in a number of styles and colors and combinations. One very taking style was made to resemble as nearly as possible a purple blanket cloth, with wide blanket design on border of sailor collar, cuffs and skirt. Combinations of ribbed knit and brush knit also remain good in the better coats, the styles being very similar to last year only the leading colors in ready to wear lines such as wine and purple shades being featured quite strongly.

Pull over lines seem to be making quite a hit. One large store claims to be sold out of these as fast as they can pass them into stock, but so far they are rather risky and are in most instances being stocked very lightly.

One pretty ribbed knit coat, was trimmed with a check design of orange and green. This same effect was carried out in the body of the sweater, in larger checks, in the two tone effect that only showed when sweater was partially stretched out. This stylish garment was made with fitted back and sash.

Silk sweaters are of course still good, and the color combinations are very beautiful. Yellow seemed to be a strong color everywhere in these lines, with striped effects of almost all blending colors.

The Dominion Textile Co. are building a new plant at St. Lambert, Que.

Mr. A. B. Scott, Smith's Falls, Ont., has sold his business to Mr. D .F. Jamieson.

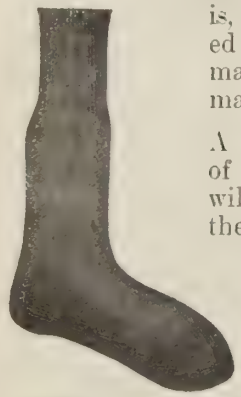


Circle-Bar is Seamless Hosiery

There are no unsightly seams in Circle-Bar Hose, as you will see when you examine the samples for Spring, 1918, which our representatives are now showing. Circle-Bar Hosiery is fashioned seamless—fitting perfectly without wrinkles. You know what a sales-making feature this is, especially when backed up by careful workmanship and well-chosen materials.

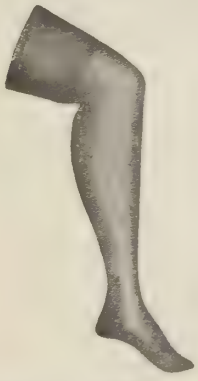
A careful examination of Circle-Bar samples will convince you that they embody every feature necessary to the success of your hosiery department.

For Men



In Cashmere, Silk, Cotton

Women



In Cashmere, Silk, Cotton

Children



In Cashmere, Mercerized, Cotton

THE CIRCLE-BAR KNITTING CO., LIMITED

KINCARDINE ONTARIO

The amount of Wool which may be used by manufacturers for Civilian Trade has been so reduced that considerable anxiety has been caused as to the "quantity" of Pure Wool material which will presently be available.

But we shall be able to provide a fair supply of THE WELL-KNOWN



Specialties during the coming season.

We have had and shall have many difficulties to overcome and, in some cases, disappointments have occurred, but we shall endeavor to retain the appreciation for satisfactory deliveries which has been freely expressed by our Agents hitherto.

Our travellers leave early in September; it will be to the advantage of our Agents to await a visit before placing orders for Spring and Fall sorting.

DR. JAEGER'S
SANITARY WOOLEN SYSTEM CO. LIMITED

243 Bleury Street, Montreal

MIDDLESEX MILLS LIMITED

DYERS - BLEACHERS - FINISHERS



COLORS EVER BRILLIANT — FINISH EVERLASTING — THERE'S A REASON!

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On sheer merit and ability to pass the severest tests Middlesex Dyed Fabrics have made good.

The most exacting critics admit them to be perfect in every detail.

Always you will find Middlesex Dried Fabrics true and even in color. Only dependable dyes are used and only methods that have been proven sure and certain.

Middlesex Dyed Fabrics show no bad after-effects when sponged. There is no unnecessary shrinkage and the colors remain ever brilliant and everlasting.

If you are anxious for a perfect result let us have your business. Nothing is left to chance in our mills and every individual lot receives perfect attention. Let us quote on yarns, piece goods, stockinette or sweater fabrics, wool, cotton, silk or mixtures.

MIDDLESEX MILLS LIMITED

LONDON - CANADA

HERBERT PARKER, SELLING AGENT — 32 FRONT ST. W., TORONTO

ATLANTIC

"first fit" —and "last fit"

Nearly every wool undergarment fits when first worn, but only where special knowledge and extra care, and high quality wool have been used will you find a garment that fits *always* until worn out.

The "last fit" of Atlantic Underwear is as snug and as pleasant as was the "first fit," because the tough Nova Scotia wool, of which "Atlantic" is made, has been knitted into a perfect-fitting garment, which, being elastic and unshrinkable, has a shapliness as durable as the garment itself.

Remember, when showing an "Atlantic" garment, that it will retain its fit until worn out, and remember, there's a reason that will impress your customer and help you sell.

ATLANTIC UNDERWEAR, LIMITED
MONCTON, N.B.

Keep in Condition

Imperial Underwear will help

It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

Note the Five Features:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.



Kingston Hosiery Co.
Kingston, Ontario

Penmans



Sweater Coats

THE STANDARD OF EXCELLENCE

With a good name for quality, skill and integrity in the manufacture of Sweater Coats; with enterprise and originality at its command and with a battery of appealing, effective advertising covering the country, Penmans has left the retailer but one thing to do—co-operate by supplying the demand.

Penmans, Limited
Paris

Also makers of
Underwear
and Hosiery

137

IT'S A PLEASURE TO SELL

Peerless REGISTERED

Its beautifully fine and even texture, its tailored shape, its smooth, finished "feel," its appearance of comfort, all enthuse saleswoman and customer alike. There's no indecision about buying "Peerless"—it's a sale every time.
And your customers will find Peerless Underwear just as beautiful in service as it is in appearance.

This is a fact that builds "Peerless" business.

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Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec.
Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
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KNIT GOODS
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Mr. J. M. Robertson, Representative

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The Standard — *for Good Qualities*

A perfect fit until worn out

The fit of an A.B.C. Stocking is just as perfect at the time it's worn out as when first put on. It is the most elastic knitted of any similar hose, and it is this elasticity that makes the fit so perfect and so lasting.

Good-fitting hose makes pleased customers.

Selling Agents:
R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East — Toronto, Ontario

ANNOUNCEMENT

Our road representatives are now showing a very complete range of samples for

FALL SORTING AND SPRING, 1918, PLACING OF

H.B.K. BRAND

FINE DRESS GLOVES

for Men, Women and Children

FINE FABRIC GLOVES

for Men and Women

also our lines of

HEAVY WORK GLOVES AND MITTS

You will find our prices very interesting, and that our products all conform to the high standard of excellence the trade has grown to expect from this house.

We urge you to cover your requirements now.

The Hudson Bay Knitting Co.

Limited

294 Lagauchetiere Street West, - Montreal

THREE EIGHTIES BRAND

REGISTERED

—A Wonderful Seller

Three Eighties Hosiery for Ladies and Misses has the largest sale of any line of hosiery in Canada.

It is made of a high grade of long-fibre cotton; it is seamless; it has as perfect a finish as the most expensive lines; it has 3-ply heel and toe and so saves darning; it looks fine; feels fine; wears splendidly.

Every dealer in hosiery is encouraged to push Three Eighties Hosiery.

It is a business-builder in the best sense of the word.

Stock your shelves with this brand.

Ladies' Sizes, 8½ to 10
Misses' " 4½ to 8½
Black—Tan—White

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited
Largest Hosiery Manufacturers in Canada
Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Ltd., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE MARK.

SUNSHINE HOSIERY REGISTERED

CLIFT & GOODRICH

80-82 Leonard Street, New York

53 MILLS

Knit Underwear
Nainsook Underwear
Sweater Coats
Bathing Suits

Spring, 1918, Line Now Ready

Prompt deliveries on Men's and Boys' Fleeced Underwear can now be made.

Quotations and Samples submitted upon request.

Toronto Office: 33 Melinda Street. Mr. R. Reade Davis, Representative.

Say You Saw It

in

Dry Goods Review

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.10. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

"Craftana"

Registered No. 262,005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

ARTISTIC CREATIONS
to meet the widespread demand for KNITTED SILK COATS

THE extensive demand for silk coats this season was due to the attractiveness of the garments offered. They possessed an irresistible appeal to the fair sex. These lines, wonderful as they were, are far surpassed in beauty and charm by the models for 1918.

As a matter of policy, we are not yet showing photographs of our feature models. Our traveller will show them to you. In the meantime the lid is on—they might be copied.

The complete range of silks and lightweight worsteds for Spring and Summer, 1918, as well as an extensive line of bathing suits and jerseys, are now in the hands of our salesmen. We believe you will find this showing highly interesting. *Drop us a card and we will tell you when our Representative can call.*



The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

Dunnville, Canada

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

Spring 1918



The 1918 Spring Range of MONARCH-KNIT Hosiery—Silks, Mercerized, Cotton and light-weight Cashmere lines for Men, Women and Children is now in the hands of our travellers.

In placing your Hosiery orders for Spring, 1918, choose a line the selling of which is made easy by its well established trade mark.

It is easy for the manufacturer, easy for the retailer, to sell MONARCH-KNIT Hosiery, because consumers know that the name "MONARCH-KNIT" is a guarantee of satisfaction, and their opinion is based not on theory, but experience. MONARCH-KNIT products have for years given a surplus of satisfaction to hundreds of thousands of men, women and children in all parts of the Dominion. Previous satisfactory service from MONARCH-KNIT lines has made a lasting impression that now places the buying public in an especially favorable mood to receive MONARCH-KNIT Hosiery.

Be sure this line is well represented in your stock for the coming season.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.
Also Hand Knitting Yarns Suitable for Knitting Soldiers' Sox, Etc.

Dunnville, Canada

UNIT IDEA IN INTERIOR FIXTURES

Convenience and Time-saving Evident—Old and New Methods Compared—Interchangeable Unit System to be the Choice of Discriminating Merchants.

WHEN the war is over and business has settled down to normal, and a feeling of stability in conditions generally becomes universal, many retailers, who are at present marking time, will be building new store premises or remodelling their old ones, or at any rate installing quantities of new fixtures. To such the idea of interchangeable units in interior display fixtures is of great interest. This idea is being carried out in all branches of the dry goods trade, but seems particularly adaptable to the smallwares, gloves, etc.

The illustrations shown here possibly give a clearer idea than any verbal description could of how these systems can be applied.

That of the Fraser Dry Goods Co. shows the button and notion department and the difference brought out between the department shown and that of the button section of the average store, is certainly remarkable. Instead of cartons of all shapes, sizes and colors arranged in irregular piles, some of the containers broken, others discolored with age, is seen a section as neat as a jewelry store, every line of button under the eye of the customer as well as that of the sales person, no groping for lost boxes, no upsetting the stock to get the bottom box in the fixture, but, as is very evident, everything right where it can be reached with the greatest possible economy of the sales force's time.

The other illustration shows the glove department in the J. L. Hudson store, and once more the advantages of the fixtures used are very evident.

How much easier to reach out almost instinctively for the actual glove wanted than to grope for a label often blurred and faded. Apart from this, the lines are also before the custome's eyes, and she can be partially making her selection while waiting her turn to be served.

Such convenient fixtures as these certainly must save much time and the general effect upon the efficiency of the sales force must also be considerable.

The same idea is carried out in almost every line of merchandise and is particularly adaptable to smallwares, gloves, buttons, hosiery, ribbons, laces and embroideries, patterns, threads, stationery, underwear, toilet articles, veiling, etc.

These fixtures are made up in interchangeable units and can be changed around according to the merchant's wish, if at any time he desires to alter the arrangement of his departments.

In conjunction with the fixture idea, the special display cases adapted for notions, as shown in the illustration of the smallwares department in the J. W. Robinson store, Hamilton, would absolutely complete the perfect whole. The Robinson Co. are highly pleased with these cases, and have plans in view to carry the same idea out elsewhere in their store.

In this form of display case, the stock is carried in the drawers of graduated length, with an assortment of the line shown in the small display tray in front.

This idea is also carried out for a great many other lines of merchandise, and can be made to order for any special use. It is particularly adapted to smallwares, ribbons, laces and embroideries, men's shirts and ladies' waists.

Any merchant who in the near future is considering adding to his display equipment, should thoroughly investigate the newer ideas being put on the market.



Button Department of Fraser Dry Goods Co., Brockton, U.S.A., showing method of keeping this line. Same idea is followed out through all notion departments.

PERSONALS.

Mr. Herbert T. Hill who has been with the Anderson Co., St. Thomas, for the past eight years, has accepted a position with the Robert Simpson Co. as buyer for their ready-to-wear department mail order house at Regina. He is spending a few weeks in the Toronto house before leaving for Regina.

A new shoe factory has been established at Peterboro by B. F. Ackerman & Co. Frank W. McKeen, for the past two and a half years superintendent of Underhills, Limited, Barrie, has been appointed superintendent of the new Ackerman plant and is looking after the installing of the necessary equipment. He will also have complete charge of the manufacturing end.



Glove Department, J. L. Hudson Co., Detroit. The actual glove wanted is seen, not an indistinct label.

NEW IDEAS IN EQUIPMENT

Computing Yard Measure—Special Hanger for Sweaters——Special Enamel Forms for Neckwear, Muslin, Underwear, Etc.

ONE of the new devices that is being brought to the notice of the Canadian dry goods trade is that of the Computing Yard Stick. The idea of computing scales, is of course so old, that no store that ever weighs anything would ever consider themselves in good working shape without one or more, but that of computing yard sticks is something entirely new.

The device that DRY GOODS REVIEW inspected the other day is certainly very ingenious and selling as it does for only $15, is not by any means beyond the reach of the average merchant.

It consists simply of a yard stick, which may be inset into the counter or attached to the edge as wished. This measure has raised strip at each end for the thumb to rest against when measuring, thus making 37 inches to the yard almost impossible. The edge of stick then shows a graduated scale, showing every yard, and fraction of a yard up to 14¾. Underneath the yard stick are four charts on a spring roller that can be best compared to a small window blind, that can be pulled out, till the price desired shown in the left hand margin of the chart, comes in conjunction with the yardage sold. In the space of the chart here marked out, is the total price already extended, in the manner of a revolving computing scales, so familiar to most of us.

That this device is bound to eliminate mistakes, that are often quite costly, is very evident. It also saves time, as for instance, 13¾ yards at 79c takes a little time for even an accountant to figure out, to say nothing of the average salesperson. This device, which is an American idea, has already been placed in a number of the leading stores in our neighboring country.

Gimbel Bros. of New York, are one firm that speak most highly of it, and say that it is working out exactly as hoped for when installed.

The stock charts come in four different ranges of prices, according to the class of merchandise that is to be sold. For instance, the chart for ribbons, laces, etc., runs from 2c to $1.05, that of dress goods from 50c to $4. Special charts for peculiar conditions, can be got as wished at a slight extra expense.

This device is being assembled in Toronto, and being put on the market at the same price that it is being sold across the border.

New Hanger for Sweaters, Etc.

Another new idea that is worthy of notice, is a hanger, made of very light thin wood, with the corners turned down and so shaped that it is impossible to stick through light fabrics, such as sweaters, fine crepe blouses or gowns, etc. It is a simple little thing, that it is a wonder someone didn't think of long ago, for it has long been a well-known fact that the ordinary coat or suit hanger pulled goods of the lines mentioned, badly out of shape and in some instances poked holes through them.



A NEW HANGER

With rounded ends for sweaters and similar lines.

Enamel Display Forms

Enamel display forms are being daily improved, and in their present washable



Notion Department of J. W. Robinson & Co., Hamilton
Note effective display of all smallwares, both in cases and in display cabinets on top.

condition are very satisfactory. One of the latest ideas is the small neck and shoulder forms for neckwear display, and the same idea in slightly different shapes, for fur displays. Some of the latter have a cross piece on the standard so that the whole set may be shown.

One manufacturer has brought out a new model in full length form, that is particularly adapted for lingerie; and it is a fine example of the improvements that are noticeable in this class of fixture.

Those merchants who have had enamel figures for some time, and find that they are showing signs of wear and tear will be interested to know that there is a preparation on the market called Nu-Enamel that is very easily applied, and that will make their fixture practically as good as new.

PERSONALS

Mr. J. H. Wildfong, who for thirteen years was sales manager for Gordon, Mackay & Co., Limited, is now manufacturing the Melbaphone talking machine in Toronto.

Mr. G. B. Cohen, of Wilson & Cohen, leaves the first week in October on a three months' trip to Japan.

TRADE NOTES

A. S. Parker's knitting mill, Dundas, Ont., has suffered fire loss.

Stratford Glove Makers, Ltd., has been incorporated at Stratford, Ont., with a capital of $50,000.

DISPLAYS OF FURS IN SERIES

A Glimpse Into the Idea-Fund of R. Bouchard, Display Manager For Holt, Renfrew & Co., Ltd., Montreal—Attractive Dress Goods Display in Toronto Store.

A SERIES of fur displays featuring every known fur-bearing animal known to commerce has been carried out this year during the late Summer and early Fall, in the windows of Holt, Renfrew & Co., Ltd., St. Catharine St., Montreal, by their display manager, R. Bouchard. Mr. Bouchard makes it his boast that he does not in his work for the promotion of fur sales through the appeal to the eyes of prospective customers, require more than a very tiny proportion of accessories costing the firm expenditure apart from the cost of the stock-in-trade. In fact, whole series of windows have been conceived and carried out by Mr. Bouchard without one single extra embellishment as distinct from the furs displayed.

There are, however, some essential details of equipment for display work which Mr. Bouchard makes use of, and which are indispensable in all window display work. These are the cards bearing the wording necessary to describe or call attention to the specialties of the window trim. Mr. Bouchard uses some very simple, yet very effective, and most exclusive cards.

There is a small gold frame, very deeply gilt edged, and practically square which appears in almost every window display of Holt, Renfrew's usually right in the fore-front. Framed in this during Mr. Bouchard's series displays of the various furs, were simple dark blue cards, with upon them in plain white or cream lettering the names of the various furs—just one word on each card. In the picture showing Mr. Bouchard's Ermine window, which was on display at the end of August, the frame with the word "Ermine," can be distinguished.

In the display cards used apart from the frame with its legend, Mr. Bouchard endeavors to secure a suggestion of the essential atmosphere of the window display. Thus, when he shows afternoon dresses, the card is embellished very delicately with a light tone silhoutte of ladies at afternoon tea. An evanescent film of decorative scroll work floats up from the tea cups, and the color scheme of the card tones with the display. Mr. Bouchard uses a great many different cards in the course of display work, but never many in a window. Nor does he use price cards, for Holt-Renfrews do not feature price of furs, but perfection of furs. Occasionally at the end of a season ready-to-wear goods may be exhibited with price tickets modestly shown, these being invariably the reduced price goods being cleared out. Not very many



NEW WINDOWS AT T. C. WATKINS, HAMILTON

Fall display window, dressed by Mr. J. Rae for the "Right House," Hamilton, showing the new backgrounds of old ivory shading to tan, with tan carpets to match. The border flooring was of polished oak, inlaid in Greek pattern.



FUR WINDOW FEATURING ERMINE.

One of the Fall fur displays of Holt, Renfrew & Co., Montreal, in which ermine is strongly featured.

of these are ever featured by this firm.

A further item of equipment which is interesting in the displays carried out by Mr. Bouchard for Holt, Renfrew Co., is the painted plaque which features in many of their displays. These plaques are plain boards the size of an artist's sketching palette, and they are skilfully covered with oil paints in blended colors applied with the palette knife in manner peculiar to the skilled artists. They cost as much as $10 each, but in appearance they are entirely different from the placards of other houses, and very attractive to the taste of the observer. On one of these there is lettered in gracefully artistic style the famous alliterative legend, "First Famous for Furs."

AN ATTRACTIVE DRESS GOODS DISPLAY

While the stores in Toronto and Hamilton during this last month have been largely occupied with special sales and in consequence the usual attention has not been given to window display, there was one effective showing of Dress Goods, used by the Eaton Co., to advance their preliminary showing of Fall dress goods, that was well worthy of mention.

The effectiveness of this window was the appeal to the aesthetic sense in the careful employment of color blending. The window was divided into sections, each one devoted to one of the season's leading shades, and the color scheme was strictly adhered to in every detail. Backgrounds, millinery, foliage and window cards were all made to conform, and the feature that probably was most effective, was the panelling off of the floor into blocks about 2 ft. square, the color specialized being alternated with white.

The dress materials were splendidly draped on figures, in good reproductions of the prescribed Fall modes, and a tasteful card, called attention to the popularity of certain colors and shades.

BORROWING TO EARN DISCOUNTS

Slows up Turnover—Also Promotes Over-stocking and General Laxity—Note Case of Present Correspondent.

By HENRY JOHNSON, JR.

WHAT is sound advice for the large merchant may be all right for the small man too; and then again it may not. For in the small man's hands some practices which are beneficial to a large, well-co-ordinated business are apt to become pernicious.

I think now of two things, one urged by a proverb and the other by sundry experts, which must be handled with care by the average small man. One is: "Well bought is half sold." The other is: "Borrow at 6% to 7% and take discounts averaging 18%." I shall pass the first at this writing and talk about the second.

The jobber regularly makes a practice of borrowing to cover large purchases, like his season's purchases of canned goods, for example. He has his business so well in hand that money can be borrowed for such specific purpose, used for that purpose, and repaid to the bank when that purpose has been subserved. This because he knows to the last penny when his money will be in hand and his accounting is so well organized that each dollar goes where it has been planned to go. Moreover, these special purchases run into large sums and discounts foot up so they are worth while planning to take. To borrow for an average of 90 days at 6% per annum to obtain discounts at the rate of 18% is good business for him.

But What of the Small Merchant?

But what happens in the case of the average small merchant is quite well illustrated by the statement of the correspondent whose letter I have been discussing for the past two weeks. For he is borrowing $2,000 and has $1,500 on hand. In this he is away ahead of the usual instances; but—well, let us review the entire problem:

Note in the first place that this man takes all his discounts. He says so plainly. Yet what does his discount account show for 1916? It shows $289.56. And what is the true significance of this sum? Surely, that so far as actual earnings are concerned, discount does not cut so much ice as we have been wont to suppose. Of course—and let me hasten to say it—no merchant, big or little, should ignore $25 a month of earnings; but let us not pay more than we should pay to get that $25.

Fact is, so much merchandise is now bought on a net cash basis that the possibilities of discount-earnings are greatly curtailed.

Next, this man paid interest of $270 last year; showing, apparently, right on the face of the books that he paid so nearly as much as he got that it was not worth his while to borrow. Just a little miscalculation could have resulted in his paying more than he got.

Lastly, his statement shows that he has on hand nearly $1,500, as against $2,000 borrowed; so he is paying around $10 per month now for money most of which he seems not to need very badly, and in the meantime, he has seemingly too much stock.

And there is the crucial point: That borrowed money provides us with such ample funds that we are liable to forget the purpose for which we borrowed, buy more liberally than we would if we did not have those funds, and hence defeat the very object we had in view when we borrowed.

Debt Should Be Shunned By All

Now, in most instances where small men like you and me are concerned, the one great safeguard is to shun debt. Let us take our own medicine—which we are ready enough to prescribe for our customers and the public generally—and realize that very seldom are we really justified in borrowing money to buy merchandise. Better buy less, buy oftener, and pay as we go with our own money.

And one immensely valuable result of such policy will be that we automatically will collect from our customers

(Continued on page 100)

Your Dress Displays



will have more vim and be more effective if you use this Dale Form. The full-formed shoulders give a natural "hang" to the garment that is generally lacking in forms of this type. Full enameled bust mounted on highly-polished metal base in any desired finish—a reasonably-priced, serviceable form.

Preserves that Real Flesh Appearance

If you wish your Flesh-Colored Enamel Display Forms to retain their natural appearance and freshness Clean them with NUENAMEL. This is the only preparation that will clean enamel thoroughly and preserve the natural dull finish. Easy to use. Always gives good results. Complete outfit, $3.50.

Sold Exclusively by

THE DALE WAX FIGURE CO., LTD.

Canada's Leading Display Fixture House

TORONTO

Montreal Showrooms:
144 Bleury Street



A little touch of Nature

Our artificial flowers and natural plants, preserved, will give to your displays, and to your store itself, a pleasing touch of Nature that will prove very "fetching." You will be surprised at the many beautiful effects that can be quickly and economically produced with these aids to store beautification.

We will gladly send samples and illustrations. We are the only Canadian house manufacturing these lines, and can consequently give you the best service in every way.

L. J. A. DEROME, LIMITED

36 West Notre Dame Street - - MONTREAL

Gipe-Hazard Service—

SHORT OF HELP? Then put in a Gipe-Hazard CASH CARRIER. The amount of time thus saved by enabling salesmen to remain with customers will compensate for the reduced number of your staff. Will also eliminate losses through the making of wrong change. There are many other advantages. Our four-page circular tells about them. Write for it.

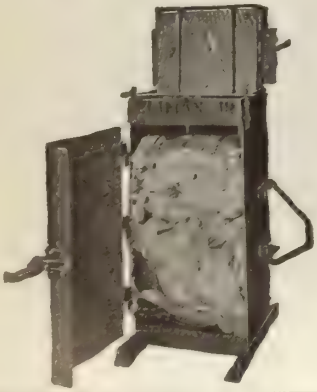


Gipe-Hazard Store Service Co., Ltd.

197 ONTARIO STREET, TORONTO, CANADA

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes.

WASTE PAPER PRICES



were never as high. Paper mills are simply up against it for raw materials. An

ALL STEEL CLIMAX FIREPROOF

BALING PRESS

will earn money for you every day.

Made in 12 sizes.

CLIMAX BALER CO.
HAMILTON, CANADA



Write for samples of

S. P. B. Bags

and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags

247-255 Carlaw Ave.

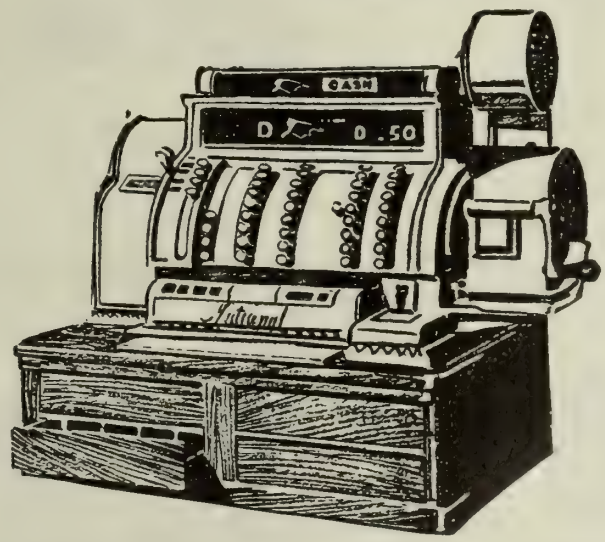
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they did not know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of $40,000 should net at least $4,000.00 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and insures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO. OF CANADA, LIMITED

350 CHRISTIE STREET TORONTO, ONTARIO

How about it?

How about that Customer who came in the other morning and wanted

"Nugget" Shoe Polish

Did you have it in Stock?

Our Customers won't take substitutes. They KNOW that "Nugget" is the only Polish that is waterproof and keeps the leather soft. There is nothing better or even just as good.

ORDER SOME NOW

A good profit for you, too.



The Nugget Polish Company Limited

Toronto, Ontario

"Albo" White Cake Shoe Dressing

for White Canvas, White Leather and other White Shoes

ECONOMICAL CONVENIENT



"ALBO" will please your customers. It is in cake form, compressed, and will not dry up. Held in a lacquered metal box that will not break. Handy, convenient, economical and goes further.

Our Bostonian Creams for the colored kid shoes being worn so extensively.

SHUCLEAN is a splendid preparation for fine grade white shoes.

For Ladies' and Children's shoes, recommend our old reliable **Gilt Edge** Black Self-Shining Dressing.

Order from your jobbers.

Whittemore's Shoe Polishes

Quality ***Variety***

37 Years Making Display Fixtures

ONKEN YOUNITS THE INTERCHANGEABLE 500 WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

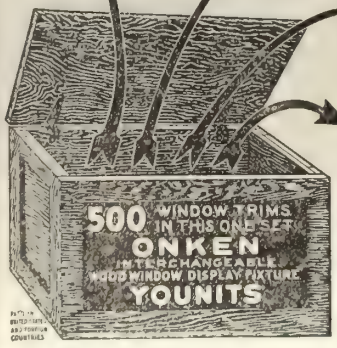
NO MATTER WHAT BUSINESS YOU ARE IN

We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

New Construction, No Screws Screwing into Wood.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Which Catalog Do You Want?

Here are some of the different Show Window Sets we make.

Set for Dry Goods . Windows
Set for General Store Windows
Set for Furnishing . . Windows
Set for Clothing . . . . Windows
Set for Shoe . . . . . Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

FOOTWEAR DEPT.

SHOE MANUFACTURERS OUT FOR SPRING BUSINESS

Prices Advanced Very Little on Last Season — Fall Placing Orders Pretty Well Filled—Shoe Trade a Little Quiet at Present—Tendency to Quieter Colorings, With White Very Strong.

CANADIAN Boot and Shoe Manufacturers who sell direct to the trade, have in the most instances their travellers out for Spring business.

The shoe trade, both jobbers and manufacturers are experiencing a quiet spell and all are hoping that Spring placing, will soon brighten things up. This general quiet condition seems to be caused, partially by the feeling prevalent among retailers that shoes have reached top figures, and that any marked change will be in a downward condition but mainly by the fact that retailers are still very heavily stocked and are more interested in getting their stocks down to the correct proportion to the volume of business done.

Manufacturers point out, that prices remain very firm on leathers, in spite of these quiet tendencies, which exist also in the United States, and in consequence no break in the market may be expected. All seem to agree however, that pretty well top figures have been reached and that while the market is firm, no marked advances are at all probable .

The lines that are now priced for Spring show an average increase over Fall placing prices of about 5 per cent. to 7 per cent., but are in many instances lower than prices that prevailed for early Spring sorting.

Styles that seem to be most favored for the coming season are more inclined to be conservative than for some time past, with Cuban heels showing a strong tendency to oust the Louis and semi-Louis styles for street shoes.

Low heels will be good but will remain pretty largely confined to sport shoes in this country although they have been worn to almost all functions during the past Summer both here and in the fashionable watering places on the Atlantic.

Colors favored by Canadian manufacturers are brown. greys and above all whites. These last have had a phenomenal season and seem to be going to retain their remarkable popularity.

Cloth tops, while good, have by no means replaced the leather tops, to the degree predicted by some extremists. This expectation has not been realized, because in the first place, a cloth top, fine enough to be used on a high grade shoe costs nearly as much as the leather and in the second place they have not the same perfect fitting qualities, nor show to the same degree, the shoemaker's skill as the fine leather. Added to this the cloth top undoubtedly shows soil and wear quicker than its rival, and in most instances loses its shape sooner.

In spite of these facts cloth tops are shown on a large number of lines for Spring 1918 but "her ladyship" in many instances prefers to pay the small additional cost and get those made of fine kid, buckskin or suede.

French to Manufacture Standard Line.

An interesting item of news, is a report from France that the French Government has in preparation a scheme for the production of a standard shoe at a moderate price, so as to protect the interests of the poorer section of the community. It is understood that there is to be no attempt to restrict the manufacture of the finer grades of footwear, but a cheap shoe at a fixed price will be popular with the middle and lower classes in France.

It will be interesting to note how this experiment works out, as DRY GOODS REVIEW is inclined to be of the opinion that any attempt to fix a standard price with cost of material and labor in its present state of fluctuation will prove hardly feasible.

Be that as it may, the higher priced shoes continue to sell in this side of the water and apparently will continue.

Boston reports, a steady demand for fancies with grey and champagne still popular. Whites however, are there as elsewhere in the lead of all else.

The dark Russia calf oxfords, with wing-tipped perforated vamp is one ot the season's novelties that has continued in strong favor, and is made up with both Cuban and Louis Cuban heels. This shoe in high cut is one of the certainties for Fall in all the large centres.

That quieter tendencies in footwear, will continue for Fall, is however, an erroneous idea, in the opinion of some of the largest manufacturers and in recent illustrations from New York and Boston many combinations of colors are seen such as tan Russia calf, with ivory buck upper and black bottoms with ivory or grey uppers. On the majority of these the heels will be Cuban.

For evening wear the influence of bead work and bead trimming will extend to slippers and cut steel and Rhinestone buckles are very good.

RUBBER FOOTWEAR

Deliveries for Fall Much Better Than Last Season—Labor Difficulties Still a Factor—Prices Slightly Lower Than Winter Sorting—Good Rubber Season Expected.

JOBBERS report that shipments on Fall rubber orders are ahead of last year and it is hoped that all placing orders will be filled in good time. There is, however, a tendency to expect trouble in so far as sorting business is concerned as the labor situation is still a serious one with the rubber companies. Last year, it will of course be remembered, deliveries were so bad, particularly on heavy lines, leather tops etc., that many did not receive their supplies until the season was very far advanced. Overshoe deliveries were also very bad and sorting lots were nearly impossible to procure.

This state of affairs was largely brought about by shortage of skilled help, so many of the factories having lost a large percentage of their male help by enlistenent. And the lure of high munition wages, and, while now much improved by the training of a large army of female workers, still exists and as has been said before, may again become a source of aggravation to the retailer when sorting time comes around.

If deliveries are reasonably prompt, rubber business should be splendid this Fall, as the high price of leather goods, creates a desire on the part of the wearer to save same from damp and mud stains, and the use of rubbers during

(Continued on page 99)

DRESS ACCESSORIES

GLOVES IN DIFFICULT SITUATION

Owing to Scarcity of Leather and High Prices Prevailing it Becomes Unprofitable to Import the Very High-class, High-priced Lines—Medium Lines Become Good, and the Cheaper Gloves Vanish—Few Novelties Shown.

NO indications are yet to be found that give any encouragement to hope for improvement in the glove situation. Importation of gloves is uncertain, though there are supplies of certain kinds of gloves, some high-priced and desirable, still available in England. To bring into Canada the higher priced gloves in any quantity, however, would be considered poor business under present conditions, as there are actually few buyers for such luxuries as gloves which retail at nine dollars or so a pair.

Signs of Economy

Already there are seen some signs of economy on the part of the glove buying public of Canadian cities. Gloves are being made to last longer by consumers. The cleaning and repair departments of retail stores specialising in gloves, or of the great department stores, are being kept busy.

A titled lady has been known to have as many as thirty pairs of gloves cleaned and repaired at the end of the Summer. Formerly at least twenty of these pairs of gloves would have been thrown or given away. Under present conditions as to price they are made to do service again. And the lady of rank is no exception. All women are exercising similar economies according to observations of glove department managers, for the repair and cleaning departments are busier than ever before.

No More Cheap Gloves

The cheap glove is a thing of the past. Lines formerly considered below medium grade have become medium grade. Medium grades of previous years have become first quality grades as far as price goes. But it is still possible to buy the very best quality gloves provided the purchaser is willing to pay the price. Only such high grade gloves are no longer made in large quantities. Leather for them is possibly available—at high prices, but demand for them is much restricted by the high prices at which they have to be disposed of.

In conversation with a Canadian manufacturer of gloves whose factories are equipped to take care of large orders for all kinds of gloves that can be made in the Dominion DRY GOODS REVIEW learned that in the highest grade leathers only sample gloves are made now. Should any firm desire to order gloves of such high quality having a market in sight for them then the firm would buy the necessary leather at present steep prices and proceed to execute the order. But there does not appear to be any great call for such gloves.

In the coarser lines of gloves less difficulty has been experienced, and in making workmen's gloves there has been still less, but all lines have advanced in price.

Skilled Labor Lacking

It is in the shortage of skilled labor as well as the high prices and shortages of leather that much of the difficulty in the matter of gloves is found. To make an expert glove cutter takes at least five years, and to replace glove cutters gone to the war is a matter for time and training. Moreover wages of those who remain available are higher, and this adds to the cost of the high grade lines of gloves.

Not only the leather, but metal fasteners, thread, and all the items of material that enter into the manufacture of gloves have advanced in price, and the result is that buyers are glad to be able to get gloves at all, and make few bones about cost of the necessary staple lines. The question is not "how much?" but how to get gloves.

Novelties But Not Many

A few novelties may be expected this season, but only a very few inspired by the United States or actually imported from there though importation of gloves from America is unprofitable owing to duty, war tax, etc. But there are always a few customers for decidedly new things in gloves.

The most representative taste, however, is going strongly in for the simplest kinds of gloves. There will be so little choice in fancy lines this year that good staple lines are bound to be the leaders. It is reported that buying is being done more on a hand-to-mouth basis at present as regards gloves, but Spring placing orders for staple lines are coming along well, and though gloves may be expensive there will be sufficient demand to ensure good retail business throughout the Dominion.

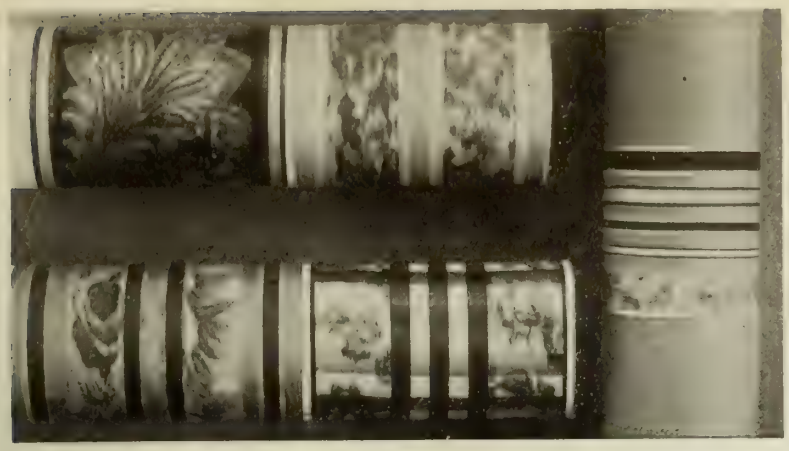
Novelty With Fur Trimming

Amongst Fall novelties, though these are few and far between, may be mentioned a line of white kid gloves with black fur trimming. This line makes a handsome appearance, and is likely to have a considerable attraction for those in search of something fancy which is at the same time serviceable and in good taste. But in the main business in gloves at present is strongly concentrated on simple conservative lines, such as cannot fail to find customers under all conditions, and the general consensus of opinion seems to be in favor of securing gloves while they are available and the need for supplies is known, but against the buying of the very high priced goods until conditions improve.

TREND OF VOGUE FOR RIBBONS

Gros-grains, in Plain Colors and in Varied Patterns Popular—Fancy Ribbons in Stripes and Flower Patterns, With Persian Effects, Are in Demand.

NARROW ribbons insist on holding sway for the present season, and the outlook for Spring is still for narrow. It is actually declared that certain lines of wide ribbons have been offered to prospective customers at practically their own price, yet business could not be done in these with demand so evi-



NEW RIBBONS FOR VARIOUS USES

Persian design has Royal blue and gold border; narrow black and whites are grosgrain; there are 3 widths of the Dresden design with firm edges; combinations of floral and striped designs are novel. From Belding, Paul, Corticelli Co.

dently for narrow ribbons. At the same time Dame Fashion is fickle, and the next whim of that important Dame's fancy may send wide ribbons high into favor. So far, however, the trend is not indicated.

Gros-grains in Vogue

Gros-grains have a good deal of vogue at present, and are going to hold popular favor for a good while, it is felt. These are being shown in both white and black, and colored. The colors popular in ribbons for the season continue to be the pinks, blues, lavenders, cadet, maize, and white. One very popular line this Fall is a dainty little gros-grain in black and white. Various neat widths are shown from very narrow to half an inch wide. The black in some cases is the broad centre band, in other cases it is simply the narrow edging of the ribbon which when black centred is of course edged with white.

Plain Colored Gros-Grains

Plain Gros-grains are believed to be in the lead in this line, but there will probably be shown novelty patterns on gros-grain backgrounds, and these are likely to find considerable demand. White gros-grains are being asked for by millinery buyers, but black are more in the lead for Fall. There is also a demand being noticed for purple though all the fashionable colors are having plentiful vogue.

Chenille has had some special vogue for early Fall millinery and in colors has been very fascinating with russet brown, dull mahogany red, old gold, and olive drab tints predominating. This may continue for a little longer.

Dresdens of Course

To forget Dresdens is impossible. These charming ribbons will be well to the front as ever this season. They are coming in many widths, and with the rose pattern the favorite. Some very dainty Dresdens are obtainable in three widths, no width very wide, and the narrow Dresdens are exceedingly saleable goods at present.

Fancy Ribbons Show Stripes

There is a considerable vogue evident for stripes varied with flower designs, and the color ranges included are all rich with the warmth of the Fall hues. Yet some brilliances of green, red and yellow are noticed in the stripes occasionally, and there will be demand for the lively as well as for the more subdued tints. Manufacturers of ribbons in Canada are making a feature of the special assortments of fancy ribbons put out, by which the retailer can secure an advantageous price on an average over his purchase. These new fancy ribbons are coming into considerable demand for the making of novelty bags, and work bags are being made still larger owing to the vogue for knitting sweaters, etc. Fancy ribbon is used considerably in the making of the larger as well as the small work bags.

Holiday Season Ribbons

For the holidays and Christmas ribbon lines this year are more than ever attractive. Color, in spite of dye difficulties which are being steadily overcome, promises to run riot in exuberance. The limits of the narrow widths favored will be taxed to give expression to the brilliant fancies of designers and the effects achieved are fascinating.

In holly and gift-box ribbons the range is wide, and many novelty patterns will be shown in these fancy lines. Good wishes Christmas bells, mistletoe, scrolls, and quaint designs of a dozen different ideas are plentifully apparent in the Christmas showings. New Year ideas are not forgotten of course, and the selection is well varied in the cartons offering to the retail trade.

As To Prices

There are advances in ribbon prices since June, but the general tendency in prices is very steady on the whole. Increases in cost of raw silk are responsible for advanced prices, and the total advance since June is in the neighborhood of 25% certainly not less than 15%. There are prospects that further advances in silk prices may take place, but manufacturers of ribbons are in hopes that ribbons will not have to be advanced in price without reasonable opportunity for warning. Under present conditions following the latest advance a ribbon which could before June be put in at 17½c per yard would now cost 22½c, and a line which was formerly offered at 32½c must now be priced 42½c per yard. In the fancy ribbon assortments offered it is possible by averaging up to get ribbons around 20c a yard for a good assortment, and this form of business is finding favor it is said.

Ribbon prospects for the season are good as compared to earlier periods, the millinery demand being better, and quite considerable ribbon orders are reported coming in.

NEW NECKWEAR IS DAINTY

Both Materials and Trimmings Are Attractive—Many Novel Cuts Create Interest—Petuna Cloth Takes Place of Broadcloth of Last Year.

THE importance of neckwear for Fall is evidenced by the great variety and attractiveness of designs, and materials offered. The organdie models illustrated in last month's DRY GOODS REVIEW have proved particularly good and the same styles are shown in other materials. The roll collar of about 4-inch width made up in organdie, satin, taffeta or faille and coming quite low in front is among the leaders. The front may be cut straight, or slanting slightly upward but those cut in long points at either side are considered just a little the smartest of all, as described last month.

Fine Lace Borders

In the large flat collars of sheer materials like Georgette and organdie the use of exquisite laces two inches wide for borders is a prominent feature. The effect is extremely good since it is both dressy and simple. The laces used include fine Venise, filet and Irish crochet.

Collars of any of the soft silks or satin cut in one very deep point at the back, the front ends forming another deep point, and long tassels used to finish are being taken up quite readily. This style is one that is particularly becoming with the straight one-piece dresses.

Models which are most popular with buyers at present are not elaborately trimmed. Daintiness is essential and for

(Continued on page 99)

NOW MADE IN CANADA

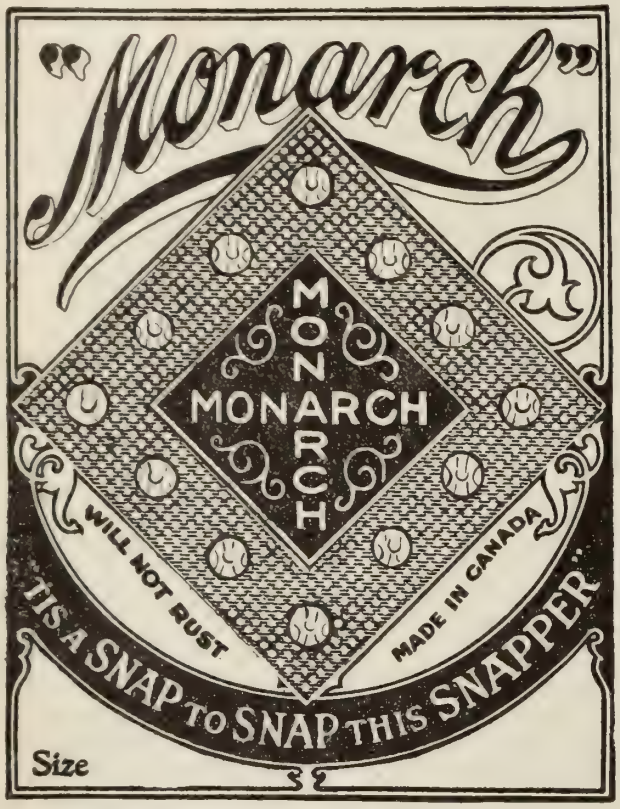


ILLUSTRATION OF No. 00, ACTUAL SIZE

The Monarch Spring Fastener

The only spring fastener made in Canada, and is the superior of any others on the market.

Made in four sizes:

Nos. 1 0 00 000

Two colors:

Black and White.

Highly Finished. Strong Spring. Quick Action, Durable. Rust-proof.

Guaranteed satisfactory in every way.

Mounted on very showy cards of one dozen. Sell on sight. Liberal profits.

Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

TO BE HAD OF ALL LEADING WHOLESALE HOUSES.

The Colonial Fastener Co., Limited

Sole Manufacturers

500 Parthenais Street, Montreal

Novelty Bags



Fall 1917



Flat Pocket-books

AND

Avenue Bags

ARE IN VOGUE

See the latest novelties with our travelers

MANUFACTURED BY

FLETT, LOWNDES & CO.
LIMITED

144 Front Street West, Toronto



VAN RAALTE NETS

Nevvatare *Fairytex*

YOU are on the threshold of the biggest net business in history. Net is all the fashion for evening gowns, waists and trimming purposes. Our great advertising campaign will give your customers a strong preference for Van Raalte Nets. They will ask for them. Prepare—stock Van Raalte Nets, Now!

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office, 105 So. Dearborn Street Factories, Paterson, N.J.

Foreign Offices, Lyons, Calais, Nottingham, Etc.



The Florette

VAN RAALTE VEILS

EVERY woman, everywhere will wear Veils this Fall and Winter. Van Raalte creations for the new season are the very flower of veil styles—more beautiful, more varied, more becoming than ever. And Van Raalte advertising is more attractive and more extensive, which means that this will be a banner Van Raalte season for you.

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office, 105 So. Dearborn Street **Factories, Paterson, N.J.**

Foreign Offices, Lyons, Calais, Nottingham, Etc.

The Sport Net
instantly attached



L T V Co

THE WONDERFUL SELLER

WE HAVE NOW READY FOR YOU A COMPLETE NEW RANGE OF

Veilings French English

Chenille Tassels and by the Yard

Marabout

Swansdown

Laces : : Nets : : Ninons

We handle mail orders carefully and with dispatch.

THE THOMPSON LACE & VEILING CO., Ltd.
YORK AND WELLINGTON STREETS TORONTO



LADIES' WEAR, LIMITED Makers TORONTO

Makers of

Women's Novelty Neckwear Underwear and Boudoir Caps

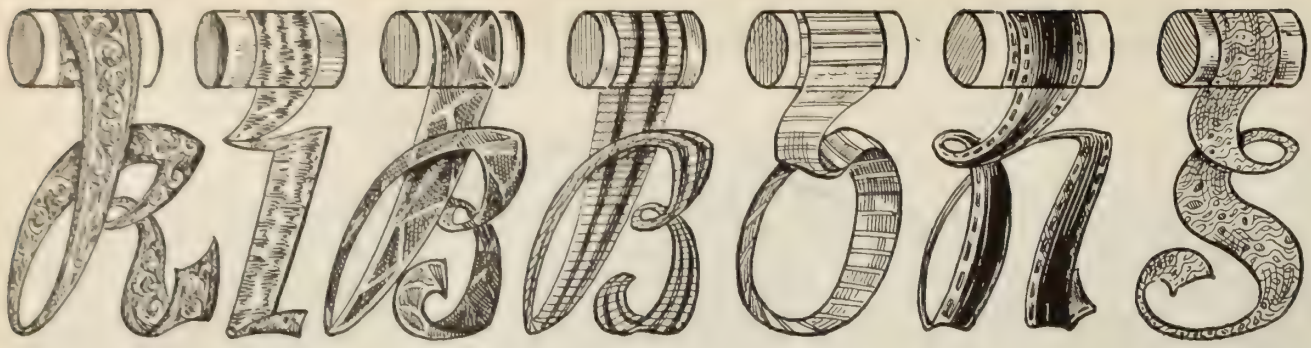
Ladies' Wear Limited

TORONTO

W. F. GOFORTH - President

LADIES' WEAR, LIMITED Makers TORONTO

Smart, snappy, styles featuring all new materials including Ivory Satin, Petuna Cloth, Cord Silks and Seme Crepe.



We are showing one of the largest and most attractive ranges of Ribbons ever shown to the Trade.

The real basis of success in the ribbon business is expert judgment in selecting the proper merchandise.

Why is it that our ribbon sales have shown such a phenomenal increase?

There must be a reason.

"Ribbons of Quality"
"Ribbons of Value"
"Ribbons of Splendor"

This beautiful, new selection now being shown is most comprehensive even in the face of the present extremely difficult condition of the market.

Our widths are right. *Our shades are perfect.*

RIBBONS LIMITED

55 BAY STREET - TORONTO, ONTARIO

SILKS LIMITED, CALGARY

Selling Agents for Western Canada

Four New Attractions from the Phoenix Line



C1176—Ivory Duchess Satin. Price, $12.00.

The new neckwear pieces illustrated give a fair indication of the attractiveness and value of the Phoenix Line. The idea behind all Phoenix goods is to interpret exactly the desires of your patrons and the dictates of fashion. This is why Phoenix goods sell so readily. You will agree that these new pieces live up to the Phoenix standard.

You can have as prompt delivery as you wish on these new lines.



C1113—Pique set, fine wale. Price, $8.00.



C1146—Satin collar trimmed with fine Brussels, button-holed edge, white tabs, satin buttons.



C1076—Organdie voile, edged with fine venise. Price, $8.00.

Phoenix Novelry Company

TORONTO, ONT.

TRADE MARK Griffin Gloves

A Washable Chamoisette Glove that has gained favor and prestige purely on merit is the glove that you should be recommending.

Griffin Gloves Ltd.

All Canadian Made

MADE IN TORONTO 370 RICHMOND STREET WEST

are increasing sales wherever they have been given the opportunity. Those merchants who have especially recommended Griffin Gloves to their customers have benefited most in greater sales and better-satisfied patrons.

You can get the most from Chamoisette Gloves only by pushing sales of "Griffin Gloves."

RICHARD L. BAKER & COMPANY

SOLE SELLING AGENTS

100 WELLINGTON STREET WEST **TORONTO, ONTARIO**

Finnie Helps to Fall Business

There's "sales-speed" a-plenty in the Finnie Line for Fall. Dainty, fascinating examples of the artistic in neckwear are here in great variety —creations that will brighten your stock and attract many more women to the neckwear counter.

There is a very wide range in

Georgette, Organdy, Poplin, Duchess Satin, Crepe de Chine, Georgette Crepe and Corduroy Velvets.

Write quickly for samples. They will prove to you that Finnie creations can help you to better Fall business.

A. Bruce Finnie & Company

Corner Craig and Gosford Streets

MONTREAL - - - QUEBEC

"Holdfast" Glove Fasteners "Holdfast" Cap Fasteners

"Holdfast" Dress Fasteners

MADE IN CANADA

Thinnest and Lightest Manufactured

Sizes 1-0-00-000

SEND FOR SAMPLE CARD AND PRICES

DAWSON & HOPKINS

McKinnon Building,
TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada
TORONTO



Exhibit of Slip-Pon Veils

One of the most interesting exhibits seen at the Toronto Exhibition was that of the Silverberg Import Co., displaying their new product, "Slip-Pon" veils. The booth was unusually attractively arranged and attracted much attention apart from the interest taken in the line featured.

The idea of "Slip-Pon" veils, which originated with this firm and which is covered by Registration and Copyright in the United States, is that of a veil, with elastic edge, that may, as its name implies, be simply slipped on over the hat or hair as desired, and once there, it needs no adjustment, but remains securely and neatly in place.

There are, of course, substitutes for this article on the Canadian market, but the original "Slip-Pon" is the one that is being so extensively advertised in the American and Canadian magazines, and has features that are exclusive to it, particularly in the methods used in putting it before the public.

Thus, this veil is being sold in a sealed, sanitary package. The unbroken seal means that the purchaser is the first whose face touches the veil. Then again, "Slip-Pons" come in four prices: 10c, 15c, 25c and 50c, and each price is stamped on the package, thus protecting the purchaser from paying more than the legitimate profit and, lastly, the country-wide advertising has already created a demand that across the border bids fair to vastly overcome the output.

The veils that retail at 10c and 15c are plain mesh, while the 25c and 50c have neat patterns, and any of them can be worn with or without the hat, regardless of the fact that this may be large, medium or small. The "Slip-Pon" will fit them all.

That the Canadian women appreciate this idea and will soon be demanding it from their dry goods dealers is shown by the number sold in the first week of the Fair, in spite of the fact that the original purpose of the display was to advertise the line, not to make sales. Many of the women, however, simply had to have one, after inspection, and on Labor Day alone the demand threatened to exceed the available supply.

These veils are being supplied to the trade at present through the jobbers, but anyone unable to so procure them may write direct to the Company's office in Toronto, where full information can be secured.

The booth decorations were carried out by Messrs. Palmer & Elliott, of 744 Yonge St., and reflected great credit upon this firm.

FUR DEPARTMENT

VITAL POINTS OF A FUR DEPARTMENT

System of 5 or 10 Per Cent. Discount for Cash Sales as Against Credit—Quick Detection of "Missing" Furs—Sales Records of Coats and Stoles—Samples of Advertising.

From interview with manager of Holt, Renfrew & Co., Montreal.

A NUMBER of points of practical interest to the dry goods merchant who has a fur department, as well as the exclusive fur dealers and those stores that combine ready-to-wear departments with furs, were brought out in an interview that a representative of DRY GOODS REVIEW had with Mr. Lindsay, manager of Holt, Renfrew & Co., of Montreal.

Discount of 5 Per Cent. for Cash

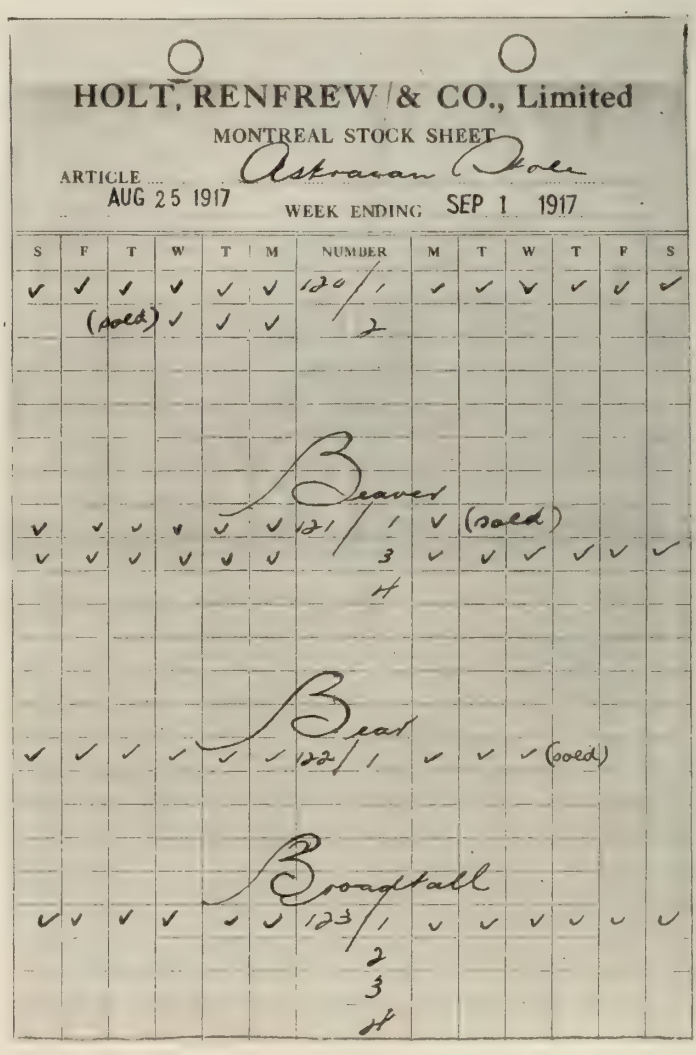
One of these was the matter of discounts for cash payments on fur purchases. In the Holt, Renfrew store the custom is to give a discount of 5 per cent. for cash on furs. This applies to all business, tourist as well as local, and new as well as old customers. In the case of the latter the discount usually extends to payments made within the thirty-day period. In a few stores in Montreal there is a 10 per cent. discount for cash, 5 per cent. for thirty days, and net sixty days.

Cold Storage Terms

The Holt, Renfrew organization is recognized, generally, as having the largest facilities for cold storage of any store in Canada. There are two large plants in Toronto and Quebec.

"Our regular charge for storing furs is 3 per cent.," explained Mr. Lindsay. "Where the amount runs over $1,000, the charge is reduced to 2½ per cent. Then there is a minimum charge of one dollar. The charges include all insurance, such as against moths and fire. We do all repairs that are occasioned by the furs being in storage, and, of course, if they were destroyed by moths we would replace them, though this has never happened. So far as the valuation set on the furs, we let our customers do this, provided that there is a fair valuation made, not one far below what we know they are worth.

"Where we are making alterations in a piece, amounting to $25, we store the furs without charge for the customer, until she needs them in the Fall. For goods that will not be kept long we place



HOLT, RENFREW & CO., Limited

MONTREAL STOCK SHEET

ARTICLE Astrakan Coats

AUG 25 1917 WEEK ENDING SEP 1 1917

S	F	T	W	T	M	NUMBER	M	T	W	T	F	S
✓	✓	✓	✓	✓	✓	120/1	✓	✓	✓	✓	✓	✓
	(sold)		✓	✓	✓	2						
						Beaver						
✓	✓	✓	✓	✓	✓	121/1	✓	(sold)				
✓	✓	✓	✓	✓	✓	3	✓	✓	✓	✓	✓	✓
						4						
						Bear						
✓	✓	✓	✓	✓	✓	122/1	✓	✓	✓ (sold)			
						Broadtail						
✓	✓	✓	✓	✓	✓	123/1	✓	✓	✓	✓	✓	✓
						2						
						3						
						4						

THE DAILY CHECKING

This is a sample sheet showing how each piece, set, or coat, is checked up every day to avoid any being "missing." The form is good for two weeks, "M" (Monday) to "S" (Saturday). The "number" is placed mid-way so that the eye may follow the line out more easily the half-distance to the side, than double the distance if the number were on the left-hand side. Each piece has a separate number.

them in our vaults in connection with the store here, and have a man employed in going over them all the time, as we do with our own goods."

Check Up Every Piece Each Day

The firm have a method for keeping track of the furs that is employed in much a similar way in jewelry stores. Every piece in the store, coats and sets, is checked over once every day, and the coats frequently twice a day—in the morning and at night. There is a form reproduced here that illustrates how simple the operation is. The form is known as the "Montreal Stock Sheet." It covers two weeks' time, the week ending August 25 and September 1 in the sample shown.

The first point to notice is that each kind of fur in the stoles has a number of its own. Thus all astracan stoles go by the number 120; the beaver are numbered 121; the bear 122, and the broadtail 123, and so on. Mink and ermine stoles have separate numbers, and so on. Again each particular beaver stole has a number in addition to the "121." The first one taken into stock at the beginning of a season is 1, the next 2, and so it goes. Thus the first one is 121/1. This is checked off with a "tick" in the column marked "M," for Monday, and the next day a tick is put in the "T" column—Tuesday—and so on to the end of the left-hand side, and the second week the checking starts at the right-hand side under S, and goes on from M to S, or Saturday. As soon as the list comes to the stock room with a space missing, it means that the stole numbered, say, "122/6" has been sold, or if not, that it is missing. As a record is kept there also of all that are sold—made up from the pin tickets that are on the goods and sent up after each sale—it is known at once whether a stole is sold or "missing." If the latter, search at once is made.

RECORD OF STOLES SOLD [HOLT RENFREW & Co]

NO.	STYLE	RECEIVED	DESCRIPTION	COST	SELLING	CUSTOMER	DATE SOLD	CLERK
20/9	2020	July/	Black Fox	36 00	65 00	Mrs Jas Thompson	8/10/17	A.B.C.

Record of Stoles sold.

	DESCRIPTION	COST	SELL
	STYLE 2010	305	~~275~~ 300
No. 5	LINING		
ORDER No. E238 A	TRIMMING Australian Mountain		
SIZE 38 x 30	Collar & Cuffs		
	DATE REC'D apr 17	DATE SOLD Nov. 28	
NAME OF PURCHASER			
ADDRESS			

Special form used when coat is sold.

Checks Tendency to Dishonesty

A similar system is in force with coats, and in addition, owing to the high cost of the latter, a check is kept at night as well as the morning. It has been found that this system serves to check any tendency on the part of a dishonest employee to bring a coat or stole or muff into the "missing" class, as detection of the loss comes very quickly, and all in the store are in a sense under suspicion. This system also keeps the clerks informed as to the stock in hand.



A MONTREAL FUR DEPARTMENT.

Close-up view of the fur department of Holt, Renfrew & Co., Montreal, where the up-to-date merchandising methods used are commented upon in accompanying article.


DRIVER'S REPORT

This is rather a new idea so far as DRY GOODS REVIEW has met it in stores,—the names of the streets on each route are typed in for the driver on a sheet, and it is an easy matter for him to mark in the number of the house on that street where he has a parcel to deliver. Apartment houses, which abound in Montreal, have a special place. When there is no one to receive a parcel, the driver marks down the address on the back of the slip and hands it in on his return. In the case of apartment houses or hotels, the caretaker or clerk is expected to give a receipt for the parcel.

Record of Sale of Each Coat

A form is reproduced also here which is filled out for every coat that is sold. This gives the number, style, date when taken into stock, description, cost, selling price, the customer's name, the date of the sale and the clerk. Thus the firm keep track of the profit on each garment, and know whether any reduction has had to be made on any garment, and how much. As these cards are all filled out at the first up to the information about the sale, the number in stock are also known at any time. In the case of the coats a space is left for crossing out the original selling price when a reduction is made, and writing in the new price, so that all the firm has to do if a customer remarks that such-and-such a coat was on sale at a lower price is to look up this to prove her mistake.

NEW COLORS IN FALL STOLES

Turning From Black Fox and Wolf to Battleship Grey, Poirre, Yukon and Taupe—Animal Effects Strong, with Motor Scarf for Early Wear—Return of the Ruff.

THE sets that are being sold in large numbers offer a greater variety than ever in the matter of skins, shape and color. The last word is used advisedly, for never since the rage for the brilliant shades of three or four years ago that ended so rapidly has there been such variety of colors, or rather shades—for they are not at all bright—in connection with the dyeing as is produced for the coming Fall. As variations of the old standby, black fox, there are taupe shades, "poirre," as it is called, a dark brown, battleship grey, "yucon," and one or two more variations in name, according to the maker. These are said to be selling well and are fancied by a number of the leading retail stores.

No "Fast" Black Dyes

One explanation for the change from black to the dark greys and browns that was given to DRY GOODS REVIEW was that there had been some dissatisfaction with the "fast" black dyes the last couple of years, for they were not fast at all, but complaints had been made that in rough weather the dye transferred itself to the neck or clothing of the wearer. It has, of course, been impossible since the war began to get a fast black dye, and in their experiments the dye houses stumbled upon these variations, and are trying them out. In any case the new shades promise to take fairly well this Fall, and should be taken up so far as one or two samples are concerned by most retailers.

Fox, Lynx, Sable, Mink

Fox, in so far as the very high price allows it, has the lead, both in black and the allied shades mentioned above, and in cross, and red. The latter, which in Canada, unlike the States, has been limited in sale to misses, seems to have lost some of its popularity. Lynx is good and wolf fair, while bear, which many thought would have a look-in, has pretty well faded away. There is a difference among retail buyers as to mink. In a sense it is a staple, but some—both retailers and wholesalers—insist that it is very weak, and they can hardly give it away. Others claim that the darker skins are selling well, and that the rise in price has placed it among the fashionable furs. Alaska sable, as usual, is selling well, and there is some place for Australian opossum.

So far as shapes are concerned the preference is for the ordinary stole in what is known as "animal effect." That is the one made of the single skin, with the head and brush used. There are a number of capes that are being shown and selling fairly well, made of Hudson seal, Alaska sable, mink and beaver, and in some cases trimmed, one of the trimmings seen by DRY GOODS REVIEW being of "Kolinsky" mink. In addition, there is the broad flat "throw" or motor scarf, running from 18 to 20 inches in width, that will be taken for the earlier Fall, as it is hardly heavy enough for the average Canadian Winter. There has been a good demand for these. One firm shows a revival of the ruff that has fur on both sides, such as were in vogue six to ten years ago. These have the advantage of providing greater warmth than the stole that is simply lined on one side.

HIGH PRICES ON SORTING ORDERS

Some Manufacturers Have Increased "Placing" Prices Already —About 25 Per Cent. Over Last Year—Splendid Season Promised.

THE fur houses report a splendid business in the way of placing orders for the past few months, and are confident that sorting orders will be well up to the mark of last year. As in many other lines of the dry goods trade it has been found that the steady increase in prices has not yet exercised any restraint on the buying of the jobber, the retailer, or the consumer, and just when the limit will be reached to the "purchasing power" of the public cannot now be stated. All the indications are that the buying of furs for the coming Fall and Winter will be quite as brisk as it was a year ago. Early orders quite bear out this assumption.

So far as prices are concerned there is every indication that they will advance in the next few months. It is a little early yet to talk of prices for 1918-1919, as the buying of pelts does not begin until about January and February, but the consensus of opinion among the manufacturers, as expressed to DRY GOODS REVIEW, is that skins in most cases will be selling for more in the new year than they are at present.

Advances Over Spring Prices

So far as made-up lines are concerned some of the manufacturers have made advances over the schedule of prices that were in force when the season opened last Spring. Others are holding to the opening prices until the made-up goods are all disposed of, when an advance will go into effect. Generally speaking, in

the lines that are in fair demand the advances in prices as compared with one year ago are about 25 per cent., and in some instances more. One seal coat is marked $250, and last year it was only $200. The muskrat skins, from which it was made, have gone up in the same period from a range of 50 to 60 cents to from 70 to 75 cents, and labor and trimmings have more than kept pace with the advances in pelts.

Another manufacturer told DRY GOODS REVIEW that a good fox set cost $100 now that last year could be sold easily at $75.

From $117.50 to $150

In the case of another firm, a full length Hudson seal coat that is marked at $150 now was $117.50 last year, and opened the present season at $137.50. The advance, therefore, of $12.50 is against the buyer who put off from the placing to the sorting season before he filled up on his requirements.

All the advance in the present cost of coats cannot, however, be set against the extra cost of the raw materials and labor. Here the styles force an extra expense, especially the fancy and more costly linings, with the "fussy" pockets and other ornamentation that has been evolved as a general style for the new season. Even this detail bears out the faith of the manufacturers that the public are not worrying about the element of price; that if they want the goods—well, "Hang the expense." And the coming season looks to prove that they are correct in this surmise.

FUR FANCIES

Special Lines That Are Being Featured —Fur Caps With Lugs—Battleship and Taupe.

MUCH heavier orders are coming in from the West for coon coats. One firm reports that a large department store that was satisfied with five or six for some years past, sent in for thirty.

The old-style fur cap with the "lugs" is also selling better in the West than for some years. These are made of muskrat chiefly, and sell at $4.50 each. The price for 1915-16 was $3 each.

Wolf is being made up in a battleship grey and taupe shades to take the place of black in sets.

A muskrat coat with Hudson seal cuffs and collar sells at $85 to $100.

Most Hudson seal coats are made without belts. They are trimmed with Alaska Sable, as the leader, mink, opposum, fitch, natural and black lynx, black beaver and ermine.

The flat muff is selling fairly well.

Muskrat coats are being made for the West with big square cape collars.

Black and natural cross fox is not selling as well as last year.

The supply from France of electric seal is reported to have been cut off entirely.

VOGUE FOR DEEP FUR COLLARS

The Chin-Chin and the Extreme Chin-Chin Have the Field of Favor—Cape Collars and Shawl Collars Coming Back —Some Signs of War Economics in Fur

COLLARS seem exceedingly like to form the feature of the fur styles this season. There will be noticeably large collars on all fur coats for women's wear, and these will be made in many kinds of fur. The chin-chin collar, and what is coming to be called the extreme chin-chin will have important vogue. The extreme chin-chin is a particularly comfortable collar, very cosy, capable of being fastened high up about the face, or of being left more loosely attached in front so that there is freedom and "room to breathe," when the coldest weather gives place to more moderate temperatures or when the wearer steps from out of doors into the warmth of an interior.

Coats More Fitting.

It is evident to observers of the season's indications in fur vogue that coats are to be slightly more fitting at the back than was usual last season. Of course there will be a great number of easy fitting fur coats still, but the tendency of high-class taste is towards slightly more form-fitting design. In length the fur coats of the incoming season will be 46 to 48 inches with coats of 36 to 40 inches for the younger set. This is to be a season of collars, as has been indicated. Cape collars will be very much in favor, and there are already unmistakable signs that shawl collars are coming back in the fur line.

Borders Are Not Favored

It has developed from latest observations in the field of fur styles that borders to the coat skirts are not greatly favored for this Fall. There is a reason for this. In New York a wave of war-economy has been swaying sentiment of even the wealthiest. The result, coupled with the high prices of furs, has been the elimination of the border in many instances, though some good styles are still shown with border trimmings.

Fancy Cuffs Are Interesting

There is an attractive vogue for fancy cuffs coming into evidence, and cuffs are to be large and finely designed in general. In the fancy lines there is a distinct hint at the inspirational effect of the war. Some of the cuffs designed for this Fall season are most strikingly reminiscent of the embroidered cuffs on officers' tunics. Not that they are embroidered, but the shape and style suggest the officer's cuff. Big buttons feature on the fancy cuffs, sometimes one, sometimes two, or even three. Cuffs also show the use of two distinct furs in some cases. There is great variety in them.

Scarves and Capes the Thing

Scarves and capes are quite the thing in Fall furs for this season. They are being shown in all kinds of furs, and sometimes in combined furs. A mole cape, for instance may have an ermine collar. Kolinsky, sable, mink muskrat, lynx, Australian opossum, etc., are being made up into scarves and collars to a considerable extent this Fall. Capes are also found in black wolf, taupe wolf, and poiret wolf and neckpieces also in these furs. Wolf is undoubtedly the most popular in the medium-priced furs this Fall, and many fine effects are being produced in wolf.

Large Straight Pieces

There is a good high-class vogue for large straight pieces in various furs. These are shown in three sizes—14 x 90, 14 x 60, and 18 x 40 inches. They are simple in cut, straight lines being used entirely, but there is a subtle skill required in making the fastening. The placing of the button is everything. If it be a shade wrong the style of the fur will be lost. But these straight line effects in large pieces are very much in vogue.

Animal Furs Popular

Animal shaped furs are still right in the forefront of popularity. These have been going well as Summer furs, and are still in vogue. The shaped styles are slightly more popular than the straight.

Alaska sable is being used a good deal in cape effects this season, and mink is slightly more in favor this year.

Kolinsky is the fur that is evidently going to have wide vogue as in the States last year. This is made up in all shapes similar to the styles in which mink and sable are usually made.

Hudson's seal and Australian opossum of the good quality called chinchilla opossum are popular as ever in high-class furs.

Raccoon and Muskrat Coats

Tail-less ermine is also quite amongst the favored furs for high-class vogue this season.

Raccoon coats for the younger set are in favor, and muskrat coats with seal and other trimmings are to be in popular vogue for automobiling and general wear where a moderate-priced coat is required. This fur makes a fine coat at a medium price. They retail at $125 to $175 or so, according to cost of trimmings and style.

Colors in Season's Furs

Shades of color most in vogue for this season seem to be the browns of all kinds. Sable, kolinsky and poiret shades are favored.

Mole shades, which come closer to the greys than the browns, are also in vogue. Black is still certain to have all its former popularity as a color in furs. Taupe and battleship grey with various light greys and a number of natural fur shades, will be found in the range of the season's styles.

SUBSTITUTES

Australian Golden Fox and "Vicuna" Much Cheaper Than the Canadian Red—Foxeline Sold Well

THE day of the Substitute in furs would seem to have arrived at last. There has been a fight for years to bring in near-furs that would replace the real article that had gone up so much in price as to make it seem subject to a very limited sale, but the attempts met with opposition on the part of a large proportion of dealers, not so much that the profit on the lower-priced goods would naturally be less, as that the movement ran counter to the steadily increasing desire on the part of the merchant for selling better lines of goods. He had this desire because he had proved in other lines that his customers would be better satisfied with the better class of goods, and this movement—to improve quality—is being worked out in an endless variety of lines in every class of trade, as all are aware.

There are two modifications beyond which the trend towards the highest quality finds a check—one is where the price of the goods brings them to a point where women simply will not pay the price, and the other is where the buying powers of the public are curtailed to a point where they are forced to the lower prices. If that point is reached in the next year, the fur substitute would seem to be in for a heavy patronage.

There are some interesting lines to take the place of the higher-priced furs, and in this we do not refer to materials like pile fabrics, that are imitations, but simply to lower class furs that do in themselves, or can be made to, imitate the others. One of these is the Australian "golden fox," of which a considerable number of pelts have been brought over to Canada recently as a substitute for the red fox, which is very scarce this year. The Australian is much poorer in quality. It is not as long; it lacks the bristly appearance of the other, and is much softer; it has a much smaller brush; nor does it wear nearly as well. Moreover, there is more of a running together of the shades, rather than the clear-cut distinctions of the Canadian fur. However, in the matter of price, the Australian sells for $15 to $20 a set, where the real red fox runs this Fall $50 to $60.

One manufacturer has made up a number of "vicuna" fox sets, made from a little fox that comes from the Southern States. These sets run much cheaper again, from $9 to $20 a set, according to the size of the muff and stole rather than a variation in the quality of the fur. The fur is not as long as red fox, and indeed resembles rather the "under" fur of the Canadian fox.

As real substitutes come the "foxeline" sets, of combed Thibet, running from $10 to $15 a set. This has sold well up to the present moment for Summer and early Fall.



A COMFORTABLE COAT

A good example of the handsome sealskin coats that are being featured this Fall. Note the high collars.

Activity in Fur Trade

A recent St. Louis report states:—"Exports of furs to France and Russia have been resumed with every prospect of their continuing for the balance of the year. American and Canadian manufacturers, according to a thorough canvas made, are well ahead of last year in their orders for Fall and Winter delivery. The only cloud on the horizon is the scarcity of labor in the manufacturing trade, which, however, will obviate any possibility of over-production and encourage the early placing of orders by retailers and distributors to insure delivery.



Established 1852

Mr. Buyer

Link-up for greater business

Behind the Moose Head Trade Mark is a record of over 65 years of continuous service to the trade.

This means that the merchant who handles Moose Head Brand Furs links up his store with over three-score years of hard-won experience in buying, curing and making up of furs.

Merchants who are now linked up with the Moose Head Brand find that it pays them well to be backed by such long and honorable experience.

We have sent out a great many catalogues in the past but feel to-day that the present issue is ahead of all previous ones both in the perfect illustration of styles and materials, and also from an artistic point of view.

A postal from you will secure a copy of this helpful book.

FURS

L. Gnaedinger, Son & Company

90-94 St. Peter Street, Montreal

WORKERS ON STRIKE

Tie-up in Montreal by 1,200 or More Operators Going Out

SOME sixty wholesale furriers in Montreal are tied up at the time of writing, the end of August, by a widespread strike that touches from 1,200 to 1,500 operators. This has lasted since July 18, and may go on for weeks longer. The fur makers state that the real cause was that the union workers were ordered out from one shop where there were several non-union laborers whom the proprietor refused to "fire" at the demands of the International representative. When the men went out there the other shops declared a lock-out, because they claimed that they had an agreement with the union extending to the end of the present year, and that when this was violated in the case of one shop, it was a proof that the union intended to force the shops to submit one at a time. The proprietors declare that hereafter they will refuse to recognize the union as now constituted, and that it must be a Canadian organization before they will consider a new agreement for the "Union" broke the old one, in which it was provided that differences were to be settled by arbitration.

Postpone Travellers' Trips

Up to the 1st of September only a small proportion of the workers had come back, with the result that little work was being completed. In some cases the trips of the travellers, which usually began the 1st of September, would have to be postponed for several weeks, even to the beginning of October. The fur men, however, did not appear to be worrying. As one of them said to DRY GOODS REVIEW: "Before the strike was in force, or the lock-out, we had most of our early orders filled and little is on hand. While no one is on the road we are able to fill all orders that are coming in without delay. We could not, of course, go out and take them in large numbers. We are confident that the matter will be settled in a few weeks and that the workers will come back at the old terms."

NEW FORM CATALOGUE

A DEPARTURE in the form of retail price lists in the fur business has been achieved by Holt Renfrew & Co., in their new Fall catalogue which is in the form of a portfolio exceedingly chaste and rich in design. The front cover is in royal blue and gold with the Royal Arms prominent above the simple word furs and the firm's name. Within there are loose leaves imprinted with fine sketches of the latest fur styles for the season, details in typescript, and prices at retail—the list being for the firm's customers who are distributed all over the continent. A small 'Pilot' list containing a miniature page or two from the main list is sent out first by the firm to some 20,000 addresses on the Canadian list. This pilot list contains a return P. C. requesting the larger list and has proved very successful.



MINK MAKES ITS APPEARANCE.

The coat is a beauty and is made of a great number of mink skins. It is designed in the latest silhouette. The value of the coat ranges about $2,000.

HOUSEFURNISHINGS

DRAPERIES

Good Business in Sight for Fall—Prices High on All Drapery Materials

Fall business in drapery lines is opening up well, although hampered by war conditions, and undoubtedly feeling the little business hush that is reflected from across the border, where our new allies have not as yet quite recovered their breath since taking their initial plunge into the chilly waters of modern warfare. Undoubtedly also the high cost of living, that we occasionally hear about, and to which may be added the high cost of dressing well, is having an effect upon lines such as housefurnishing and furniture, the purchase of which, while desirable, may be postponed until a more convenient season.

Slackening of munition work in Canada will also tend to quieten business a little in this line, as the large incomes thus earned have often been partially applied to beautifying the home.

In spite of these influences, prices remain firm, and the trade seems able to absorb pretty well all available supplies.

Fancy Marquisettes and Scrims

Fancy scrims and marquisettes, largely of American manufacture, are being strongly featured for curtain materials and are in great variety of pretty designs. Voiles and colored Madras are also active with much interest being taken in the latter material. This comes in two or three tones, green with white and black grounds, and touches of brighter color, such as rose, and also in white with dainty touches of pastel shades.

Marquisette curtains in the finished form, are very attractive with good heavy lace and insertion in white, ivory or beige, and some of the extra fine have mercerized Cluny insertions, and are aristocrats of their line.

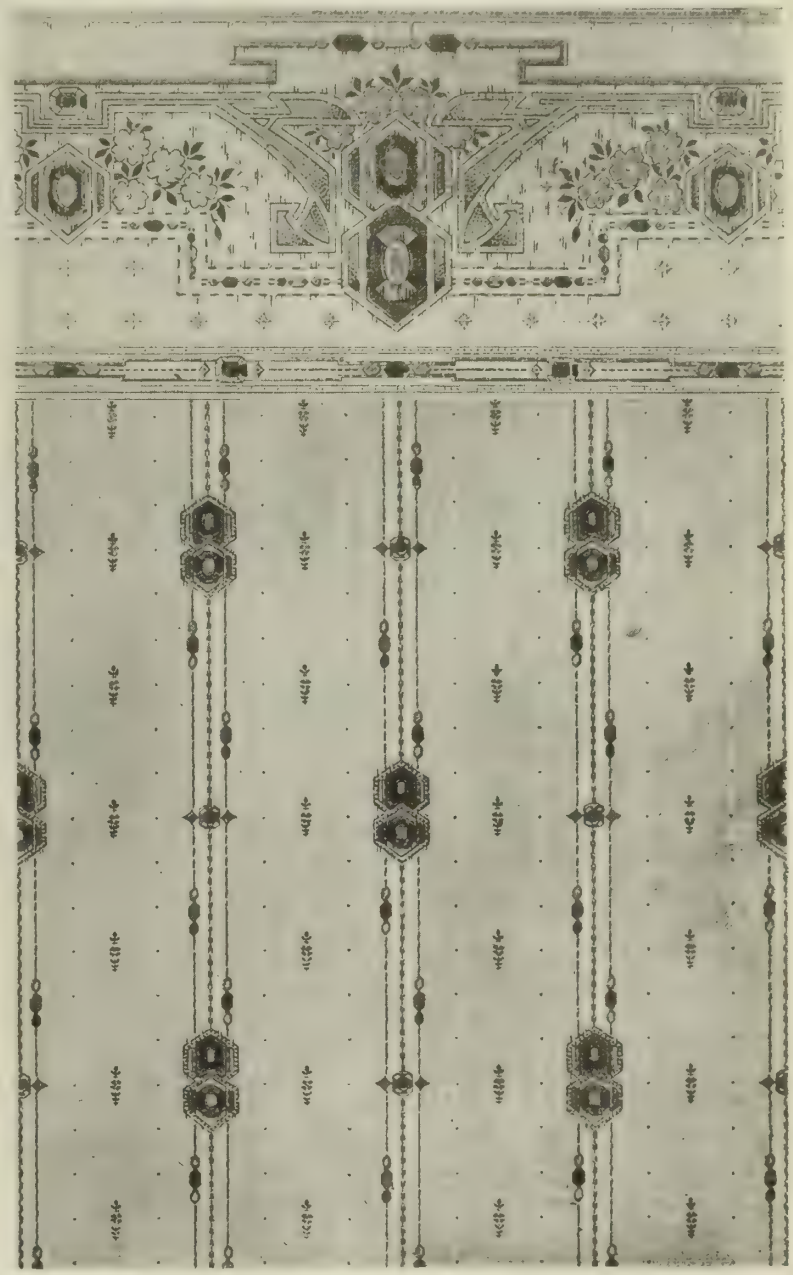
"Sun Fast" Cloths

There is a movement on foot to have the term "Sun Fast" put on the same basis as such terms as "Sterling Silver" or "Pure Wool" and making it an offence against the law to apply the term to materials which cannot live up to the designation. That this term is mis-applied to many fabrics dyed with ordinary color, is well known, and while these may withstand the effects of exposure to the sun for a week or a month, they could not stand up to the test expected by the purchaser, when the term "sun-fast" has been used.

That the retailer is often in trouble with his customers, when he has sold them goods, in good faith, marked "sun-fast," is known and the term is falling into disrepute among the trade.

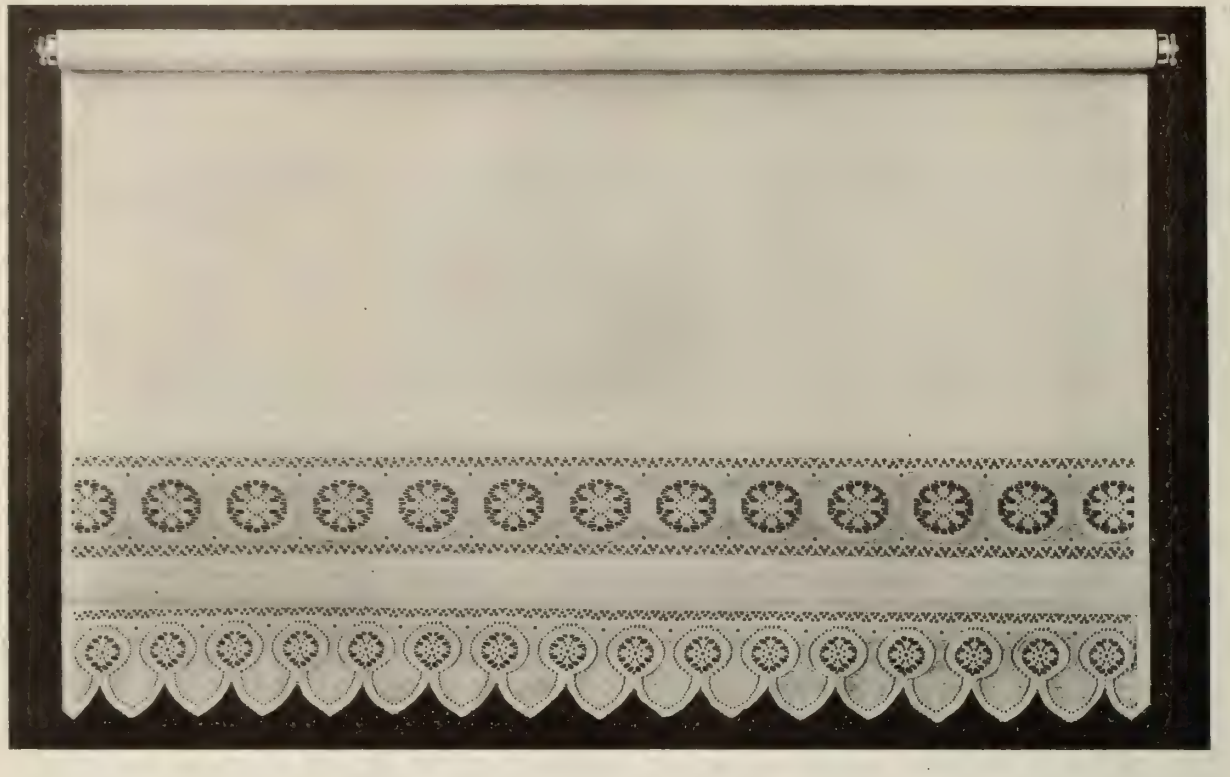
Manufacturers who are really putting out a "sun-fast" article, naturally feel that this is an injustice to themselves, and already in the States an appeal is being made to the Federal Trade Commission to look into the matter.

The difficulty, of course, in the way is that of defining the term "sun-fast," but if the term "unbreakable" as applied to dolls, can be defined, there should be but little difficulty about the other matter.



INDIAN EFFECT IN WALLPAPER.

Vivacious coloring in geometrical patternings showing effective detail as described in last month's Dry Goods Review.



Three Colors **Two Lengths** **Six Widths**

A good pattern to have in stock

You will find that this neat and sensible pattern will prove a real seller, and one of which a great many can be sold without danger of it becoming "common." The range of three colors and six widths makes it possible to match the color scheme of any room, and to fit any window without wasteful cutting.

This pattern (Lace No. 138 and Insertion No. 138) is carried in white, creams and greens to match our shade cloths, and is mounted on shades in six widths: 37", 41½", 45", 47½", 52" and 60". The narrower widths are sold by the dozen and the wider in portions of a dozen if wanted. Stock lengths are 6' and 7'. The same size shades can be had mounted with No. 138 Lace only.

We will be pleased to give fuller information an d to send our color books on request.

Geo. H. Hees, Son & Company, Limited

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Pears Avenue and
Bedford Road,
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Head Office: 52 Bay Street
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WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS,
WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

"IF IT IS FOR THE WINDOW WE HAVE IT"

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

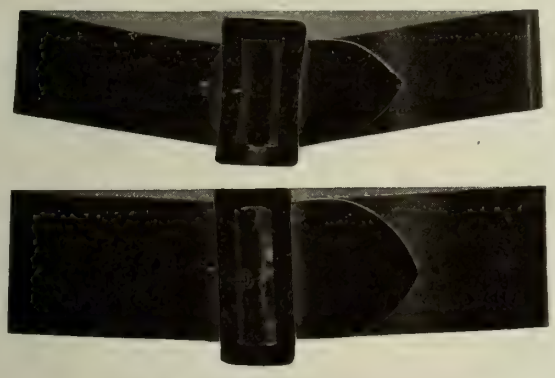
Made by

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GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO



COAT BELTS

WIDE Patent Belts in Black are very fashionable this season. We make them in four widths, 2, 2½, 3 and 4 inch. Either curved or straight. Assorted in sizes 32 to 42.

In black, red and white.

COAT LENGTHS			
Price of	2 inch	$2.75	doz.
"	2½ inch	3.25	"
"	3 inch	4.00	"
"	4 inch	5.40	"
WAIST LENGTHS			
Price of	2 inch	$2.00	doz.
"	2½ inch	2.50	"

We also manufacture a line of Sport Bags, made in silk, some with frames and some with cords. Prices range from $4 doz. up.

The Western Leather Goods Co.
LIMITED
Manufacturers of Fancy Leather Goods
1191 Bathurst St. - TORONTO

J. B. Henderson & Co. Limited

439 King St. W., Toronto

Draperies

Our Salesmen are now on the road with Spring lines. **This season** we particularly solicit your continued patronage, as our stock is in excellent shape, and our prices below the market.

In Stock

BUNGALOW NETS
MARQUISETTES
SHADOW TAFFETAS
MUSLINS
NOVELTY CURTAINS
ECRU AND SELF-COLORED MADRAS
REPPS
PRINTED CRETONNES, Etc.

Write and we shall let you know when to expect a visit.

Phone A.2220

J. B. Henderson & Co., Limited

READY-TO-WEAR

PRELIMINARY SHOWINGS OF FALL APPAREL

Formal Openings Postponed Until Middle of September—Suit Coats Long—Skirts Slightly Narrower—High Collars Favored—Satin and Serge Combined in Many Dresses.

FORMAL Fall openings are being held off everywhere until about the middle of September, largely owing to the fact that lines are far from complete, and there is also all along the lines of trade a disposition to confine business to the season to which it properly belongs. Competition—desire to be first in the field—has in the past 20 years gradually brought about a condition of affairs that many are beginning to believe is not in the best interests of business. Showing new Fall hats during the heat of Summer does not aid towards the clearing of Summer stocks, nor does the display of muslin gowns in February help the final clean-up of Winter coats and suits. Many have agreed that such conditions were in some respects not the healthiest for business generally, but it needed war, with poor deliveries and price uncertainties, to bring about the first indications of any reform. Whether this tendency will continue when times return to normal remains to be seen, but that they now exist is very noticeable and spreads all along the line from the hosiery manufacturers, many of whom have yet to name Spring prices to the millinery show rooms, where formal openings will this season be nearly a month late.

Preliminary Showings of Ready-to-Wear

The larger stores, however, particularly those of Toronto, have held preliminary showings during the week of the Toronto Exhibition in ready-to-wear lines, and it will be interesting to note the style tendencies exhibited.

In women's suits, particularly in the better lines, the coats shown are longer, much longer; collars, often fur trimmed, are quite large, and nearly all can be buttoned up high under the chin.

Skirts are narrower than last season, but are but little longer, and many still show pockets. The trimmings used are largely braids, buttons and fur, with braids possibly in the lead.

Coats show less tendency to flare, but are still fairly full in the skirt, but overcome this by falling in straighter lines than last season. Collars are nearly all wide and deep, and when fastened, crush into soft folds around the neck. In many cases the shoulder points button across the neck. Fur is used freely on collars and trimmings.

Dresses shown use wool embroidery very freely, and a combination of satin and serge seems to be highly thought of. "Chemise" styles still hold good, sleeves long and close fitted, and the skirts, as with the suits, slightly narrower. Serge, as always, leads for service frocks, but the afternoon gowns embrace satin, crepe de Chine, and crepe meteor.

Blouses are still shown almost entirely in crepes, Georgettes and voiles. The largest percentage shown in Canadian stores retain the low collar, with V-neck, but the higher collars are gradually winning their way. Bead trimming and silk embroideries are freely used, and many good effects are secured.

Altogether the public have an abundance of pretty garments to choose from, and, of course, much is still to come to hand. Prices are high, but even at that the inclination is to buy the fairly good article, as the people seem to realize that they cannot secure service from cotton serge or similar materials.

The color range is very wide, with possibly wine shades, such as Beetroot, Burgundy, Elderberry in the lead. Greys, particularly taupe and mole, navy blue, greens, purples and all brown shades, are also freely shown, and seem to all have their patrons.

While so far suits have possibly held the lead, most of the managers interviewed agreed that it will be quite largely a coat season, and believe this tendency, very marked a year ago, will be somewhat increased on account of the necessity of paying a pretty stiff price to get a suit with style and serviceable material.



THE INFANTRY GIRL.

One of the nobbiest—and withal one of the most serviceable—of the numerous military creations offered.

FALL FASHIONS WHICH INTEREST NEW YORK

What the Stores Are Featuring in First Fall Displays—Furs, Draped Styles, Narrow Skirts With Tunics, Odd and Colored Velvet Hats.

NEW York, September, 1917.—Chemise dresses, loose, straight youthful lines continue the features of the Fall gowns. Acceptable as they are, however, the advancing seasons hold novelties of quite a different silhouette. The favor which is being given by many fashionable women to gowns of a simple style which conserves material was perhaps responsible for some of the leading manufacturers looking to the peasant costumes of Europe for "something different." Not that peasant costumes always require scant materials, but just the fact that they are peasant garb is supposed to make them popular, and no doubt they will be. We were all wondering what the next fashionable silhouette would be, and now behold the tight-fitting bodice and waist, full skirt and loose sleeves! These are only shown among a few manufacturers so far, and doubtless will not become a real fashion until next Spring and Summer. One wholesale firm is displaying dolls dressed in these interesting costumes and show materials printed in designs actually worn by Russian and French peasant women during various periods. Stars, discs, trailing scrolls, blocks, monogram effects are all shown. This same influence predominated after Franco-Prussian war.

A great variety of printed fabrics is under way for next year, but the general feeling is that anything too extreme, and indifferent to the seriousness of the times, any style requiring increased yardage or undue labor in making, will be frowned upon.

The St. Louis Pageant

During the past month some interesting models have been seen at the St. Louis Fall Fashion Pageant. As to general style features, suits were a little closer fitting than during the past season; skirts were still short and possibly a trifle narrower, the coats are longer, but the silhouette is unchanged. Sombre greys, browns and blues predominated and fur was used a great deal for trimming. The high collar was always preferred. Coats were long, full and loose fitting, almost always entirely covering the dress. Deep cuffs of fur were used on the bottom of the coats, and the collars buttoned high around the throat. Browns, greys and Burgundy were the most popular colors.

The dresses were made with long straight lines, some of them were longer than last season. The art of the embroiderer plays an important part in the gowns. Never before has there been such an elaborate use of hand embroidery.

The coat dresses were made of serges, Poiret twill, velvets and worsted. Of course the fancy afternoon gowns to be worn with coats were made of lighter, more perishable material—Georgettes, satins crepes and lightweight woolen weaves.

The separate skirts were all full and short. Quite a few striped and plaid silk skirts were shown. The sports models were mostly pleated. The waists with a few exceptions buttoned high at the neck.

The millinery display showed all sizes and shapes. The small, snug fitting hat is as popular as ever. There is also a wide brimmed hat with a high crown.

Red was shown a great deal, also blue and dark taupe.

At the Saratoga Races

The Saratoga races provided further



ORIENTAL CREATION FOR AFTERNOON WEAR.

(Maison Maurice Model)

Afternoon gown developed in navy moonglo silk, the lines and collar of which suggest the Orient. The loose, graceful fulness and elaborate embroidery accentuates the Oriental note. Of special interest are the sleeves, which dangle in full folds about the wrists.

fashion displays for late Summer and early Autumn.

One-piece white broadcloth dresses were buttoned at the back, and had high collar, and long tight sleeves.

A stunning costume of black silk Jersey cloth, buttoned in back also, had the top of the jersey cloth joined to a skirt of velvet, at an inch or two below the belt, the buttons were yellow gilt,



SMART COAT DRESS.

Navy serge with white serge collar, cuffs, pocket flaps and button holes. Black braiding on cuffs and pocket, white braiding on navy vestee: large white buttons.

and a yellow gilt girdle encircled the waist and finished in front with gilt ball ends.

A black velvet hat with yellow buttercups completed the costume.

Short Velvet Coats

Many black velvet short coats were worn with all kinds of satin and soft silk skirts.

Very few lace dresses were seen, but many embroidered tulle, mostly white, or black over a color.

Besides the new English walking hat, comes the round turban, also a rolled brimmed hat, rather a reproduction of the Olivette—it frames the face and is youthful and becoming, promising well for the Autumn.

An apparently new fabric, finer and closer than voile, shows in both cotton and silk, it is very fetching in the tiny checks of yellow and mauve, inset with filet lace, or having little ruffle edges with ribbon or narrow fringe.

Many of the evening dresses have five or six tiny ruffles, particularly those worn by the very young girls.

First Fall Models

Among the first showing of suits for Fall, Franklin Simon & Co. are featuring attractive dressy and tailored models in styles and fabrics.

Although designed for the woman, a youthful suit of dark green Bolivia tailored with semi-fitted back, has its skirt section longer at that point.

There is a notched collar and tapering revers which fasten in double breasted fashion, and slashed pockets, finished with silk arrowheads are placed diagonally.

To this is a two-piece skirt just hinting of the peg silhouette at top.

A double breasted model, of different type, however, has its skirt section developed with side tunics, bordered by broad bands of Japanese mink. Dark green Bolivia is the material and the close fitting throat collar is of fur.

Reported One-Sided Effects Have Little Success

Designers of several of the better known and successful manufacturers of suits have tried to break away from the monotony of styles in vogue for the last few seasons by making one-sided effects. One of these effects was the draping or bunching of the material at only one hip, while others had the basque of the jacket made in different lengths; but, naturally, many other ideas were also tried. It is understood in some quarters that despite the prestige of these manufacturers, the retailers would not buy these one-sided effects.

Wanamaker displays misses' suits of green velour; the skirt has a panel front finished with side pleats; the jacket extends to below the hipline and is made on straight lines, the sides below the hipline are pleated, it is fastened below the waistline with bone buttons; the neck is opened in a V, narrow long collar of mole fur.

New Blouse With Eton Collar

Gimbel's are showing a new slip-over blouse with Eton collar.

The Eton collar has a double lace insertion edge, a very trifle frilled, and continues in front with long ends and loops of the lace insertion.

Another new arrival has embroidered vest and binding of taffeta.

Still another, with high neck, has petal frill bound with taffeta, all seams hemstitched.

All three come in flesh color; some in suit shades, of Georgette crepe.

New Fall dresses are being shown by Macy's. One model in black satin shows extensive use of chenille. There are 28 rows of it, stitched down with gold thread at the bottom of the skirt and several rows on the waist.

Another dress of navy serge (woman's size) is made over an underskirt of black satin. The long tunic is slit into four panels, each outlined with silk braiding. The unusual draping of black satin on the bodice ends in a tasseled sash.

A miss's dress is shown made of navy satin with a long tunic trimmed with rows of hand drop stitching with a white broadcloth collar and vest.

Hats at Loeser's

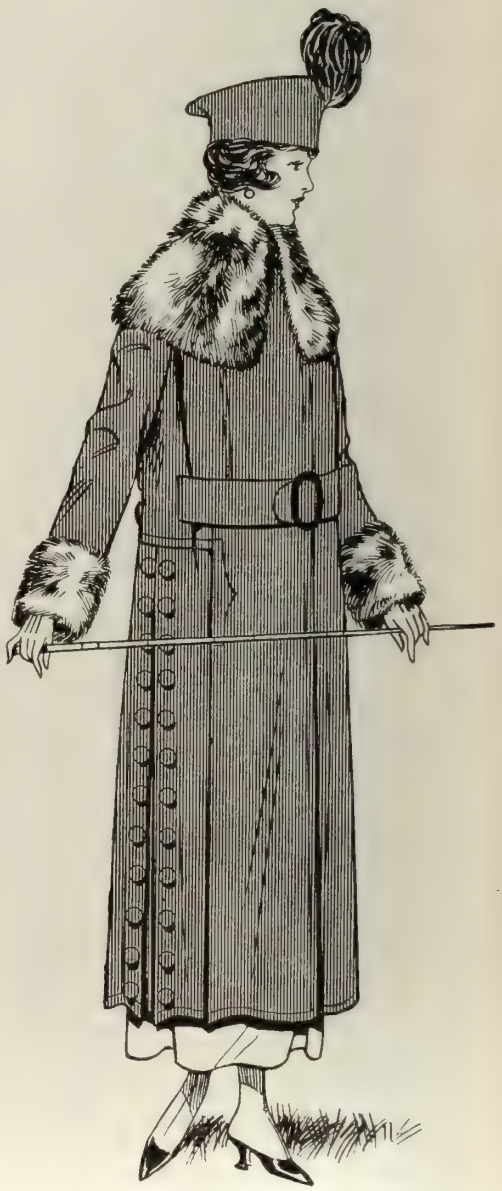
At Frederick Loeser & Co.'s is a mouring hat of dull black silk and Georgette crepe; the silk crown is soft, crushed and pulled up high in a point; the crepe brim slightly droops; at the base of the crown is a band of ribbon finished in a flat broad straight brim.

A sailor hat has a square crown of purple cord, braided; embroidered through the crown are colored chenille, grapes, cherries and pears; the brim is made of velvet; it is straight and the edge is corded.

Dresses

Among the dresses exhibited at Abraham & Strauss's is one of blue serge, redingote style; the waist is plain and straight; the three-quarter tunic side pleated; V neck, shallow flat black collar; long sleeves; at the slightly raised waistline is a very narrow belt; the neck, collar and waist above and below the belt are embroidered in silver metal threads; the foundation skirt is scant.

A blue serge coat dress has a moderately full skirt; the waist and tunic are in one; the tunic has a front and back



AN AUTHENTIC MODEL.

Dark brown velour; fitch collar and cuffs; metal buckle; double belt at back. Made by Consolidated Cloak Co., Ltd.

panel shorter than the sides; the waist is made on long lines; narrow long shawl collar of white satin; plain sleeves; the tunic on the bottom and panels are edged with an embroidered royal blue and gold braid; the normal waistline is defined with a double string girdle.

Plain and Fur-Trimmed Tailor-Made Suits

Plain tailored or fur-trimmed suits for Fall are shown by Franklin Simon & Co. Some models show the new three - quarter or knee length coats, straight line pleated or shirred back skirts. They are made of silver velour, duvet de laine, sylvian cloth, Rayonner cloth, wool velour, glove-skin velour, broadcloth, Bolivia, burella or Oxford mixtures, in the new colorings of Japanese blue, Concord, Burgundy, Java brown, Hunter's green, beaver ,beet root, purple or mole, also black or navy.

Waistcoats of printed "Moon-Glo" are the chief feature of flesh and white Georgette blouses, and are detachable so that under blouse may be changed.

On another waistcoat blouse there is a little fob effect of black grossgrain ribbon and jet beads hanging from one of the vest pockets.

Eton and hip length jacket effects, some made entirely or partly of fur, are found on new separate coats, reaching to 50 inches in length.

Blouses of colored Georgette are combined with skirts of darker velvet.

Macey's are offering new styles in Fall skirts, marked by the different trimmings. These are distinct differences, they say, from previous fashions. One has the top gathered deeper, with velvet buttons and loops for the trimming. Another has a full girdle, with occasional gathering. The third is a wool striped suit of unusual coloring.

Among the models is a blue figured Lafayette silk skirt with a Paisley design in circles, novelty pockets and separate belt, full gathered top.

Another model is a navy blue crepe meteor skirt with satin girdle trimmed



with graduated flat ruffles of satin stitched in chenille, which forms panels back and front.

A third model is a novelty striped skirt, box pleated, tailored slash pocket,



WELCOME WHEN FALL BREEZES BLOW

When the Fall months roll around the winds begin to carry a little chill, this tan velour coat will be most welcome. The roll fur collar adds to the warmth of the coat and makes it a much better companion.

button trimmed, colors are gold and gray, brown and gold.

One window was entirely of terra cotta velvet hats at Abraham & Strauss's. A model with a soft crown, cut in six pie shape pieces, each bound with satin and the crown shirred at the base, narrow straight brim trimmed on the front with a rose of self color coque feathers.

Another, a small turban, lower on the right side; the upper edge of the brim is satin bound; on the right side extending over the brim is a silk fringe ornament.

A large flat sailor is trimmed on the upper brim with black quills.

Satin Shirt for Fall

The tailored satin shirts shown at Gimbel Brothers is a very comfortable blouse fashion. One model has two-in-one collar, tailored cuffs and buttons high, closely to throat, fastening down the front. It can be had in flesh or white.

Another dressy model is made with knife pleating down front, around collar and edging top of cuff.

Seen at the Paris Fall Openings

MAISON LANVIN *shows suit skirts in ankle length, and from 4 to 7½ feet in width. Jackets have wrist and finger-tip lengths, some made to slip over the head. Leading colors shown are brown, beige and navy.*

Maison Premet displays suits with jackets of knee length, narrow skirts, which are from 12 to 14 inches from the ground, and with deep, square-shaped collars of fur.

Dresses shown largely in tunic style, slit at the sides and falling over narrow foundation skirts. Many are designed in spiral effect with material winding around the waist and a deep belt forming a sash at one side. Satin is the leading dress fabric, and black the predominating shade, trimmed with brightly colored embroidery. Copper and mahogany shades also much in evidence.

Maison Chanel features silk and wool Jersey cloths, especially a wide, whale-ribbed Jersey with a new satin back.

This house is also showing chemise dresses of charmeuse, to be worn with long coats of the same material trimmed with embroidery.

Maison Bernard adopts straight silhouette throughout, but the skirts, though narrow, permit easy walking. Coats fasten up to the throat and many high collars and broad cuffs of fur are shown. A striking feature of this collection is a number of youthful dresses inspired by the gowns of the Italian Renaissance.

The collection of models shown by Peggy indicates that this house will specialize on practical coats. Many of these have been developed in velour de laine with broad collars and pockets of fur. Chocolate, dark green and black are the dominating shades.

One of the features of the collection displayed by Martial-Armand, consists of so-called redingote dresses. This new style is intended to replace the chemise dresses of former seasons. Woolen embroideries are very prominent on the models of this house, and, as was expected, fur plays an important part in trimming. For evening dresses a great success was achieved by the use of metallic embroideries on a foundation of silk net.

Soberness and simplicity are the striking characteristics of the models displayed by Maison Doeuillet. Tailored costumes have rather narrow skirts with long coats, the latter with high collars or big cravats, and cord girdles, finished at the end by fur pompons. Checked diabures, duvetyn, serge and velvet are the materials chiefly employed, combined with otter, beaver, kolinsky and moleskin. The popular shades are American and navy blue, as well as tobacco brown, copper and Bordeaux.

Evening gowns have sleeves and but few are shown decollete, the top of the bodices being usually filled in with transparent tulle. Mousseline, tulle, taffeta, velvet and satin are employed and the leading shades are black, caramel, mauve, pink and bright blue.

LATEST REVIEW OF FALL SUITS

Styles Shown Follow Earlier Predictions—Large Adjustable Collar Decidedly Strong—Braid and Fur the Favorite Trimmings.

NOW that the new suits for Fall and early Winter are actually being shown by the retail trade and ideas are being tested in the light of public approval, it is interesting to note what style tendencies seem to be meeting with greatest favor.

Suits, which up to the present, are a strong feature, it being still a little early for heavy coat selling, are smart and attractive enough to win approval and seem to be going well.

Adjustable collars that can be buttoned up close under the chin are possibly showing preponderance over the mannish styles of the strictly tailored suit. It will be remembered, however, that this style is adapted only to soft materials, such as velours and broadcloths and that cloths such as cheviots and serges are still mostly shown in tailored models.

The larger collars are very often fur-trimmed and in some instances are exclusively fur or fur fabric. The trimming of about 2 inches wide, however, is the most featured, where fur is used, but braid is undoubtedly the mostly utilized material and some very pretty effects are secured by the free use of this trimming, combined in a number of cases with a plentiful showing of buttons.

The elongated panel in the coat is a feature of most of the dressier models, and may be either at front, back or sides. In nearly every case this panel is freely trimmed with braid and fancy stitching.

The waist line is either normal or slightly higher, with some manufacturers giving their garments an irregular effect by slightly raising belt at sides. Belts in some form or other are almost universally used, including a few of patent leather carrying large metal buckles.

New York reports quite a demand for a suit jacket with unbroken front line, fastening at the side, along the line of a Russian tunic, but the Canadian manufacturers have as yet shown but very little tendency to feature this style, although the idea may gain prominence as the season advances.

The skirts, as has been so long predicted, are slightly narrower, and will in most cases be worn somewhat longer than for the last few seasons. Pockets are still shown, but are not so conspicuous as previously and are often dropped entirely.

The tendency to lengthen the coats has in some cases been carried so far that they are within an inch or two of the skirt hem, but the length that is being mostly adopted leaves the coat just slightly short of the knee.

In materials there is great variety, but the desire to get the adjustable collar is helping the demand for velours and broadcloths, as these materials adapt themselves the best to the desired crumpled effect. Serges, gabardines, poplins and cheviots are all good, the last-named being used in the more severe, tailored models. Velvet is also shown quite freely and in New York is being well spoken of, but so far has not taken a leading place in this country for Fall, although some very handsome models, trimmed with fur and fur fabrics, are shown.

That the longer coats, snug, high collars, fur trimmings, etc., may help to increase Fall suit business is the opinion of some. Certainly many of the models shown, look eminently suitable for our Canadian weather and could, with the use of furs, be made very comfortable regardless of what wind might blow, but the majority of merchants claim that to offset this there is the necessity of paying a very stiff price for a suit of good material and that in consequence, many women will try and outfit themselves with a coat, where the fur collar so much in evidence will obviate the necessity for furs.

Be that as it may, early business on suits seems good and it should not be hard to increase volume of sales, owing to prices asked, even if the actual number of garments sold should be considerably less.



NEW FALL SUIT
Shown by Felsen Co., Montreal.

COLLARS THE LEADING FEATURE

Fall Coats Depend Largely for Style on Collars—Pockets Also Featured—Fur Trimmings Much Used—Plush Coats in Small Demand.

THAT the Fall and Winter of 1917 will be again a banner season for coats seems to be the opinion of practically all of the ready-to-wear trade. This opinion is largely based upon the fact that it has been found that the large army of working and office girls will not buy suits, a coat that will cover a plain serge dress being for them much preferable. While admitting that suit styles lend themselves unusually to Fall requirements, it is pointed out that the Fall coats, with fur used largely for collars and trimming, will appeal from the viewpoint of economy, as a new set of furs is not so much of a necessity, as it would be with the suit.

Collars Leading Feature

Fall coats will depend very largely on variety of shape and material used in their collars, for their distinctiveness. These are universally large and in the better coats practically all are of fur or heavily trimmed with fur. The furs popularly used are Kolinsky, muskrat, squirrel, and rabbit, and fabric furs also have a big place in ready-to-wear circles this season.

Collars vary in size from about an eight-inch depth, to the extra large ones which can hardly be distinguished from the cape featured on quite a number of coats. A number of double collars are also shown with collar of coat material below, and fur collar slightly smaller on top.

The new collar called "Submarine," is a three-in-one collar, where the points cross over and button when collar is up in place. Other styles wrap about the neck and fasten anywhere directly in back, or in front, or on either side, but the soft, crumpled effect is maintained in them all.

Plain Cloths Lead

The cheaper coats are made largely of mixed tweeds or similar materials, with velvet and plush used for trimming, but in the better coats fancy cloths are simply not being used, but rich, soft materials in plain colors, velours, broadcloths, pompoms, Bolivias, etc., are entirely the thing. These cloths lend themselves prettily to the prevailing style and wrap softly around the neck in the desired folds. Pockets are still very large, some being shown in semi-loose style, and next to the collars are the most prominent feature.

Lines are as predicted decidedly straighter with the flare largely eliminat-



HANDSOME AFTERNOON GOWN.

Superiority is reflected in every feature. The material is black satin—striped white Georgette made up over cerise satin; silk lace revers; black satin girdle. Made by H. C. Boulter Co., Ltd.

ed from the skirt, the average width being 2½ to 3 yards.

Greys, particularly taupes, are strong, but wine shades, greens and browns are also very good.

One very fine coat shown in an exclusive Toronto store, was of taupe velour, semi-fitting back, with shoulder length cape, and over collar of seal. Seal was also used in trimming pockets, cuffs and ends of girdle belt. The pockets were large and semi-loose and small ticket pockets were also shown on the points of the cape.

Another noticeable coat was in broadcloth, with cross-over "Submarine" collar, shirred back and fabric fur used largely in trimming.

All buyers are complaining that deliveries are very slow and that their range is far from complete, although the public are beginning to buy quite freely.

Plush Coats Slower

While plush coats are shown everywhere, all admit that they are decidedly slow, and it is evident that efforts are being made by some, who are heavily stocked with these goods, to shove them out. The better models, however, are very handsome, being almost exclusively set off with fur collars.

DRESSES

Wool Embroidery Strong—Satin and Serge Combinations—Coat Dresses and Suit Dresses Shown

THE distinguishing features of street dresses as displayed by Canadian stores are wool embroidery and satin and serge combinations. Practically every dress shows either trimming of wool embroidery or similar effects gained by the use of narrow silk braids.

Serges and satins or combinations of the two are the favored materials, and for evening and afternoon dresses crepes and satins still hold preference.

Loose panels and panel effects are shown in a large number of cases and pleated panels are also good, with wool embroidery or braid trimming used freely on all panels. The popular collar continues to be the regulation square or round collar with the exception of the coat dresses, where the prevailing tendencies have introduced the choker collar strongly.

Coat Dresses Shown Freely

Coat dresses and suit dresses are shown freely, and it is noticeable that both Paris and New York speak very strongly of these. Many of these can be easily made into regular suits, although they come in one piece, and as they are less expensive than the regulation suit, may in some instances supplant them. On these, as on the straight line gowns, embroideries are strongly shown.

One imported model is a coat dress, cut from brown cloth, with slim lines accentuated. This has large turned down collar, edged with wool fringe. There is also large patch pockets at the hips and in front a wide band of colored wool embroidery in very long stitches.

Another imported French model is a suit dress. The bodice part is of jersey embroidered in eponge, stitched in self color, while the coat part and the skirt are of burella.

Satin and Serge Combinations

The use of satin in combination with serge is very prevalent, and the effects gained are good. There is no rule as to methods of employing this combination, sometimes the bodice is of satin, sometimes the panels are serge with the body of the garment satin, but in every



A MODISH SUIT

With newest tie collar, novel side cut, button and braid trimming. Material navy blue wool poplin with black velvet top collar. Made by Princess Mfg. Co., Ltd.

case the results are pleasing to the eye. To describe one of these garments in detail, this New York model recently displayed in Toronto, will suffice. The material was of navy blue serge with a pleated, pointed tunic over a drop skirt of satin. This was in panel effect with narrow straps of serge crossing the front to the hips, in belt style. It was trimmed with large buttons of self material, and had silk fringed broadcloth collar and cuffs.

BLOUSES

A Frown for Peplum Styles—Good Quality Light Shades and Black and White Favored

CANADIAN manufacturers are placing very little—almost no faith in the Russian blouse, or smock blouse, or chemise blouse, or peplum blouse, or any other blouse whose name indicates that its length is more than normal, or that

it is to be worn outside the skirt. This type was given some attention last year and is being shown in considerable variety in New York just now. Nevertheless, the fact remains that no matter how attractive and dainty a blouse of this type may be, it loses some of its beauty when worn over a dark heavy skirt. The few that might be sold if produced in suiting colors would have to command too high a price to allow popularity and so for the coming Winter it is altogether likely that Canadian demands will be for the blouse which disappears underneath the skirt belt.

Crepes Strong

Crepe de chine in white, flesh and maize appears to have maintained a supremacy so strong that it cannot be ousted during the coming season. Black and white combinations in crepe de Chine is also selling exceptionally well, especially with the addition of black or white soutache. Tailored effects are well established too. Many have a shallow yoke with box or flat pleats below. Horizontal pleats are also good in sleeves as well as the bodice part. A recent arrival from New York is all white, very heavy crepe de chine and is made with four-inch flat collar coming deep in front and with a long point at either side; cuffs too, are deep and turned back; large pearl buttons fasten the front. Blouses with vests of satin are very smart and show some slight popularity. Shirt fronts, jabots and reversible collars continue favorites.

Next to crepe de Chine, Georgette is in greatest demand, and in similar colors to those of the former. Braiding is shown more on these separate blouses this Fall than for some seasons, though it has had frequent mention for a couple of seasons. Wool embroidery and beading are quite as prominent as last year.

Quality First

Good qualities of Habutai blouses made with tucks or pleats and pearl button trimmings sell in very good numbers.

One firm finds that its fine quality voile blouses, which retail at about $5, are in very much better demand than any kind of silk to retail at the same price. It seems to be quality which is the leading requisite this year. "Women would rather have a good voile than a cheap silk," said this manufacturer. "If a woman wants a silk blouse, she wants a good one. The average customer has found out the merits of good material both for appearance and wear."

Waists to match the suits are commanding a good deal of interest with two or three firms here, and with several in New York. Some velvet models, also satin, net and fancy printed crepes are among the newest offerings, the last mentioned being the most promising in Toronto at present.



NOVEL SUIT

Designed by a San Francisco firm, this would appear to be about the limit in "classy" working clothes for women.

CHILDREN'S WEAR

Always New Interest for Infants' Department Fashions in Frocks and Coats

THERE is ocular evidence in every progressive city and in many of the wide-awake towns of the extent to which modern medical and natural sciences are materially affecting the retail dry goods merchant. "Baby week" has been referred to in detail in previous issues of DRY GOODS REVIEW. The importance of Infants' Outfitting Departments is evidenced by their great success in the larger and many specialty stores, and also by their increasing numbers. Medical science is continually discovering improved methods of dressing and caring for infants. The frequent public demonstrations of these are so convincing that Infants' Departments may be kept full of interest if the buyer is in touch with the progressive work relative to the outfitting of infants.

Education Creates Demand

As this information on the care of infants in their tenderest years and onward, until they become wearers of those dresses, coats, etc, which we have had the pleasure of viewing and describing in these pages from time to time, becomes spread more extensively through the public mind, the demand for improved forms of infants' wear and garments for little children will no doubt conduce to their health as well as to the profit and advantage of the trade. Dealers who have not yet established an infants' wear department as an extension to their already existing juvenile departments might well consider the advisability of doing so.

There are many new and improved forms of under and outer wear now on the market, and the hosiery and underclothing for very young children is well worthy of the attention of outfitters, as it has already engaged the attentive study of some of the most progressive and far-seeing hosiery and underwear manufacturers. There are manufacturers too who design and produce special forms of underwear for the young children, almost from infancy.

Nursery appointments, too, may form an important part of the department.

Garments for Various Activities

Then for the older children in addition to the dresses, coats, capes, hats, bonnets and caps which seem to have been worn always, there are new play suits, suits for Boy Scouts and Girl Guides, garments required by the various recreations such as swimming, gymnasium, athletics, botanical, zoological and geological expeditions, etc., all of which apparel often requires only to be seen to be appreciated and demanded by



THE FIRST WORD IN BLOUSES.

Georgette crepe in white with Saxe blue, Georgette and pearl button trimming. Bead work on front of Saxe blue and canary beads. From Ladies' Wear, Limited.

the purchasing public. The avenues of interest are many.

Original Trimming Touches

So far as fashions for little folks and misses are concerned, New York's latest models continue to show little bits of novelty on the lines familiar during the past two or three seasons. Young girls, like their elders, are tremendously fond of the one-piece frocks, whether for school, play, or formal occasions. Serge dresses with wool embroidery are still leading, but the original designs are legion. They include rows of rosebuds, corners with flying birds, twigs from an apple or cherry tree, soldiers and military insignia, dogs or cats, and a host of simple or elaborate borders. One little blue serge model has rose stitching on a grey Japanese crepe collar and tiny roses embroidered in rose and green; there is, too, a grey worsted knitted belt. Disappearing belts, empire sashes, ribbon



FOR THE 1918 MISS.

Gingham with white trimmings.

lacings, soutache braiding, smocking, buttons, checkered cloth trimmings and panels are some of the most noticeable ingredients in the recent attractions.

Coats continue simple, especially for little tots. Some have capes attached or have a fur collar and cuffs and perhaps rows of small buttons, but the smartest models are of simple style throughout. Materials, however, range from the staple types of worsteds, chev iots, tweeds and serge to the finer and more expensive fabrics, such as velvets, plush, wool and silk velours, broadcloth and fur fabrics.



ATTRACTIVE NEW COMBINATION.

This frock is an interesting combination of brown broadcloth and brown velvet, with deep cuffs and collar. The champagne color satin at the neck and fancy buttons are the only trimming and add relief to the tones of brown and the simplicity of the garment.

NOTES

William Hord has sold his interest in I. Hord & Co., dry goods, of Mitchell, Ont., to F. A. Campbell.

A cablegram from the American Consul-General at Auckland states that Great Britain has purchased the coming New Zealand wool clip at last year's prices.

British Dyes, Limited, has been incorporated at Toronto, Ont., to carry on business as dyers and manufacturers of dyes, colors and other chemical substances.

Sherwood Stores, Limited, departmental store of Regina, Sask., has been sold to Regina Trading Co., Ltd., in a deal involving nearly one-third of a million dollars. The latter company will operate the former Sherwood store as well as its own store. J. F. Bole, of the Regina Trading Company, along with A. F. Little, completed the deal.

CORSETS

Better Grades in Demand—Flesh Tints Gaining in Popularity—Elastic Gives Freedom and Good Fit

THE corset situation in Canada for Fall is decidedly bright. Manufacturers state that more than at any previous time the average woman is appreciating the satisfaction of a good corset and consequently is asking for the better grades. "While the actual cash value of business done for this Fall is considerably above last year, it is by no means accounted for wholly by the slight increase in prices. Women all over are asking for better corsets and are paying the price for them," said the manager of one of the best known corset factories to DRY GOODS REVIEW.

Again, women are becoming educated to a desire for a pretty corset and the result is that more flesh colored brocades are being sold than ever before.



A DAINTY BIT OF FASHION.

Panel coat with scarlet trimming for the little girl.

The shades vary from very pale tints to a quite deep pink, and may be had in all cotton, cotton and mercerized broches and also cotton and silk. Whites of course continue to sell in great numbers but the pinks are rapidly gaining.

Asked as to the situation with regard to front and back laced styles, one manufacturer stated that the front lacings are decidedly favored in stores where there are fitting rooms. "A front lace corset is all right when it is fitted and a woman knows how to put it on correctly but in small stores where no fitting room is provided the back laced models sell best," he said. The number of stores having fitting rooms and trained corsetieres is increasing, of course, and to that extent front lacings are also increasing.

There seems to be no hint whatever of a real change of line in corsets. The low tops and soft bonings remain, with a comfortable waistline and natural curves. The freedom of these present styles is liked and everywhere the opinion seems to be that any attempt to introduce a real nip-in or hour-glass waist will not be encouraged.



NEW DESIGNS FOR FALL SELLING.

Left: Model for stout figure. Front panel is free from skirt of corset, except where double suspender is attached. Medium bust with extra support at waist.

Right: Dainty flesh broche; low bust, embroidery and ribbon trimmed; silk suspenders.

Made by Crompton Corset Co., Ltd.

Canadian-Made Trimmings Now

Owing to the great difficulty in getting embroideries at a saleable price, more of lace satin braid, and ribbon than ever is shown in both brassieres and corsets. One firm states that its last order of Swiss goods took nine months to come, so that it cannot depend on those supplies. Before the war this firm used a great deal of a narrow white embroidered edging which was made in Germany. Since that has been off the market a Canadian firm was induced to make the article. They found that such great quantities were used that they could keep two machines busy at it constantly. The result is that the corset factory is consuming 200 gross a month and is getting it cheaper than Germany ever supplied the goods. There is the additional advantage of being able to get the goods on shorter notice and the quality is fully equal to the German make. "The Canadians are realizing that there is a big home market for many of those small articles which Germany at one time monopolized and as a result there will be many things continue to be made in Canada after the war which it was thought before could never be made here cheaply enough," said the manager of the above mentioned corset firm.

Elastic Favored

The new models of corsets are also showing much more elastic than in previous seasons. Best sellers have almost all several gussets or insets of elastic. The special attention which has been paid to corsets for the athletic girl and for stout figures is responsible for that feature. Freedom along with a good fit is necessary for both types, consequently there are models with the top part entirely of elastic and perhaps two, four or six elastic gores set in the lower part. One new model for stout figures has two gores at either side of the front fastening; the coutil extends low between these gores and narrows to meet the suspender so that the weight from the hose falls on the whole skirt of the corset from the waist whole corsets of elastic are quite popular. In addition to the short elastic girdle which was shown last year there are regular sized corsets all of elastic except for the supporting bonings.

Children's waists with small light boning and cording are in good demand.

Drummond Shirt, Ltd., has been incorporated at Montreal, Que., with a capital stock of $300,000, to carry on business of manufacturers, buyers and sellers of shirts, collars and haberdashery supplies.

Women's Attire, Limited, has been incorporated at Montreal with a capital of $40,000, to carry on business of manufacturers and dealers in all kinds of clothing garments of ladies' and children's wear.



SPRING, 1918, MODEL.

Smart frock of the popular gingham in lavender and tan on white ground. Trimmings of plain tan banded with lavender. Clever two-piece bolero and vest effect for one-piece dress. Made by McRae Mfg. Co., Ltd.

SKIRTS

Attractive and Dressy Models — Many Pleats and Tunics—No Elaborate Trimmings—Satins Popular.

THE day when the mention of a blouse and skirt conveyed the idea only of something severe, prim and uninteresting has quite passed away. To-day a blouse and skirt may be as pretty and as dressy a combination as almost any occasion can demand and there are few women who will not invest in a smart skirt and a couple of pretty blouses to interrupt the wearing of their one-piece dresses after the Winter coat season arrives.

For shopping, steel or business wear there are very attractive cloth skirts offered this Fall. Pleats, of course, are the keynote of their style. There are models with one-inch box pleats across the back of the skirt. Pockets cannot be inserted among pleats so the fronts are left quite plain and two sloping slits indicate inset pockets. Another model has loose panels back and front, with narrow flat pleats leaving one plain one down the centre; the panels are bound with braid and the skirt proper is quite plain but for a few gathers at the waist. A third type has very fine closed pleats forming panels at the sides and has three narrow straps over them at the hips. An imported model of Oxford grey Venetian cloth has flat pleats all around, stitched down to the hips; novelty is provided by a wide block pattern border in the fabric from the knees down. These novel skirts are the ones which have been arousing interest in Toronto. "Can you show me something a little better than this?" was a frequent question from out-of-town visitors overheard by DRY GOODS REVIEW in the big stores when one happened to pause near the lower-priced lines.

Aside from pleats there are a few novel touches such as bands of checked material used with plain; a good deal of braiding, binding and many buttons. One new model had triangular gussets set in from belt to hips of basket-woven velvet ribbon of ¾-inch width; the belt was edged with the velvet ribbon also.

Silks Have Drapes

In silk and satin skirts gathers and drapings are features, and large buttons are here as everywhere. Plain satins in black or navy blue are excellent sellers. Combinations of plain with fancy silk trimmings are scattered among the displays. One striking model of navy charmeuse had a very wide straight belt, pocket flaps and bands of beaver colored broadcloth finished by a few large buttons.

Tunics in Vogue

Tunics in both satins and cloth materials are strongly favored. Draped, pleated and straight styles are all shown. One of the latest New York models is of black satin with a box panel at either side. The one at the right extends from waist to knee, while the left one begins below the hip and ends a few inches above the hem; sloping in between these two panels back and front is a tunic of close, fine pleats, leaving a yoke effect at the top. A new model from Paris shows the skirt pleated all around and a long tunic with a box pleat at either side front with double belts between them.

Many of the new Paris arrivals show a strikingly narrow width. Some measure only 1½ or 1¾ yards. The length seems to vary inversely as the width, but the length frequently wins out. Envelope effects are shown in these new skirts. One is wrapped around the body with one side left open. The Turkish trouser or Zouave skirt still appears occasionally, and the apron styles remain good for almost any type of skirt in Paris.

The one new thing that is "in the air" with regard to skirts and the skirt part of gowns is the bustle. Many manufacturers and designers are considering it with some favor for they feel that the time is ripe for a decided change in the fashionable silhouette. There is a possibility that the bustle will fall into oblivion in the path of the barrel, which is now on its way there, but until it is actually offered to the public, there is only conjecture as to the nature and extent of its future popularity.

A NOVEL PETTICOAT

THE latest New York novelty in underskirts is called the "pettibocker."

This garment, as it name implies, has been designed to combine the features of both petticoat and knickerbockers. The main section of the pettibocker may be described as closed bloomers, gathered on an elastic at the waist, cut extra full, and with cuffs also gathered on elastic bands. These bloomers are long enough to reach below the calf of the leg, but should be worn directly below the knee.

Several inches above the cuff of each leg, a flounce is attached, slightly gathered, but so put on as not to interfere with the width of the bloomers at that point.

These flounces and the looseness of the garment give the appearance of an ordinary petticoat. The pettibocker is produced in silk jersey in light and dark shades, and is considered especially good for skaters, motor car drivers and other women whose active life demands warm, comfortable and good-fitting clothing.

BORROWING TO EARN DISCOUNTS

(Continued from page 61.)

more promptly, more insistently; for then we shall have solid facts behind our plea that we need money with which to pay our own bills. Psychology will be with us in this condition, and it's a wonderful force if we but think of it as that telepathic emphasis which always tends to carry conviction when our word actually is backed up by facts.

I am not unmindful that the man with cash on hand is said to be able to buy more entirely on the inside than he who must have regular time; so that the benefits of having funds are not confined to the single purpose of discounting bills. But the man who buys a case or two which the seller knows will be paid for less regular discount is in every way as advantageously situated as he who buys large lines on the same basis.

So it is my thought that, speaking by and large, one great factor in limiting stocks to what can be turned rapidly; in hastening collections; in keeping business well in hand and not fooling ourselves with vague imaginings is to operate within our own capital. Then if we make it a rule, to be observed with mighty few exceptions, that we shall buy only what we can discount, we shall be working on safe lines—and practically make as rapid progress as if we go into anything like "high finance."

And here again, let me say finally, that I am talking right out of my own experience. For I have borrowed money to finance discounts while doing a $30,000 business; and I have arbitrarily cut out borrowed capital and wiggled through with more clean dollars-and-cents net profit, while carrying little more stock for a $60,000 to a $75,000 business. But just the same, this is a vital subject, so I hope we shall have further discussion of it.

I have always contended that well-regulated credit is a sound adjunct to any business, and a story is going the rounds now that is peculiarly significant. It runs:

A merchant who was about to change from a mixed credit-and-cash business to one strictly cash learned from a farmer-customer that a big mail-order house was offering charge accounts, on certain well-defined lines, to a select list of consumers; and thereupon the merchant took another think. The plan is that this house will ship anything to those people provided they agree to pay their bills on or before the 10th of the following month.

This means that this splendidly managed concern has concluded that, in present circumstances of general prosperity, it can make more money by extending credit in this way than by adhering strictly to cash.

But it also means that one big argument hitherto advanced by the local merchant about the convenience of buying at home on credit against sending money away on a cash basis is no longer worth much; or at least that it will be effective only with such customers as are not good enough for this house.

This move can be countered in a way that should prove very advantageous to the local man; for he can ascertain just who in his community is on the S. R. & Co. credit list, and can offer to extend credit on the same terms. Then if he is the kind of man who can follow out the system exactly according to agreed terms, he can do business against this new move and make a lot of additional business. If he is not that kind of man, he is not apt to make a success any way.

RUBBER FOOTWEAR

(Continued from page 65.)

the Winter months, even on city pavements, will add considerably to the life of a shoe.

The vast improvements of the last few years in lasts, heels and finish have made it possible to fit almost any shoe perfectly and the well-dressed woman has not the same objection to the neat light weight rubber, conforming exactly to the shape of the shoe, as she had for the clumsy "galoshes" of a few years ago.

With heavy leather boots touching prohibitive prices, the demand for heavy rubbers for the wet Fall weather is also greatly on the increase. Last season, owing to late deliveries this demand could not be met, but as many carried over a large proportion of their 1916 buying on this very account, the same condition should not exist this year, and heavy rubbers should be a nice end of the shoe department's turnover for the coming season.

It is noticeable that rubbers are one line of merchandise, that shows but comparatively little increase, there being only about 7½ per cent. increase on this Fall's placing prices to those of a year ago.

NEW NECKWEAR IS DAINTY

(Continued from page 67.)

that reason the sports idea has retired. Fabrics used are almost invariably of white but some models showing pale tints of maize, flesh and blue combined with white are very pretty. The combinations are quite novel this season as will be seen in the illustration. Little points, tabs or triangles of the color are attached to or slipped through the white ground, giving odd outlines.

Some very neat satin models are shown with two or three rows of narrow black silk military braid. These tailored effects are quite appropriate for the new tailored suits and do not prevent the use as well of a dainty lace stock and jabot. One pretty model cut low in front with points and about 4 inches wide was made of white taffeta with dainty dusters of pale rose and Nile beads.

Petuna Cloth the Latest

Just a year ago the outstanding innovation in neckwear was white broadcloth. This year a different fabric is chosen for the same use. The name given it is Petuna cloth and it is best described by its strong resemblance to white corduroys. It is very smart in sets for suits or dresses of cloth.

There is some difference of opinion as to just what extent the high color will be worn during the coming season. The majority of opinion among manufacturers seems, however, to be in its favor. Even now when a cool wind blows one sees on the streets quite a number of women of the "tailor-made" type wearing the lace stock and jabot. Indeed a number of younger women have been seen wearing the close-fitting turn-down white collar with small bow tie. This may be taken as evidence that smart dressers are quite ready for high neckwear and while now they are waiting for cool weather there is no telling whether by the time another warm season arrives high collars will be such a fashion that weather will not affect them. Meanwhile both flat and high styles command attention and a good grade is being taken generally. One of the leading manufacturers stated to DRY GOODS REVIEW that the majority of collars selling for Fall will retail at from one to two dollars each. There may be a very few 25-cent lines offered but the lowest price will in most cases be 50 cents. Better lines will sell much more readily however and of course models will be shown especially for the Christmas trade later up to almost any price.

"MOOSEHEAD" FUR CATALOGUE

ONE of the handsomest and most convenient of the current Fall catalogues that have reached DRY GOODS REVIEW is that of the well known fur house of Montreal, L. Gnaedinger, Son & Co. The catalogue is even of a higher class of workmanship than that of one year ago. The drawings of coats and sets are pen and ink sketches of generous size, thrown into relief by a delicately tinted background of tan. Each page is numbered as Plate 2, 3, 4, and so on, and a separate price list has been prepared in handy form to supplement the illustrated section. In this is a most convenient and complete index of the prices of all the different kinds of furs that are made up after the particular style that is shown. For convenience in ordering, and likewise as a suggestion in the retail sale, a special name is given to each model, such as "Carnarvon," "Walton," etc. Considerable space is devoted to views of furs for men and children, as well as women and misses. The lines illustrated include coats, sets, gauntlets, adjustable collars, caps, sleigh robes, etc.

The cover is an unsually fine piece of decorative work, in which a colored print of the firm's trade mark, a moose, shows up through an opening. The paper is of very heavy-coated stock. A postal sent to the firm in Montreal will bring this valuable catalogue free of charge to any reader of DRY GOODS REVIEW.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON No. 5

AT THE outset of this new series of cardwriting, which began at the first of this year, we endeavored to give our readers something out of the ordinary in the cardwriting line and we think we have succeeded so far and expect to keep up the good work.

We believe that each lesson as it is published will be more interesting than its predecessor and that each time we shall succeed in springing on you something new which will be exceedingly beneficial to your cardwriting studies.

Now the idea of this present series, as we have previously mentioned, is to give you new letter formations for show card work. All of them are to be of the most practical nature and formed so as to take as few strokes as possible for their construction.

Your attention is called to the alphabet shown in the chart of this lesson. Here we have reproduced one of the very few letter formations of its kind. It is entirely composed of straight lines, no curved strokes being used. Of course this form of letter is not for use where cards are to be made rapidly and turned out in large quantities but is for use on the better class of show card which in turn will be used in the better class displays. As we mentioned before this is a most practical type of formation and can be executed very quickly for the class of work for which it is intended.



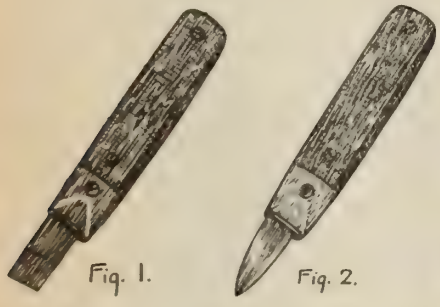
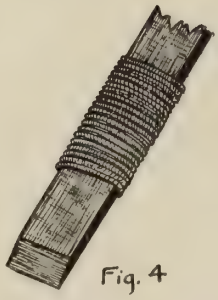

Fig. 1.

Fig. 2.


Fig. 3.


Fig. 4

The alphabet was made with a round writing pen with the one stroke method. That is, one stroke of the pen completes each stroke as they are numbered.

While this is a very suitable alphabet for the pen it can be made equally effective with the brush. But the pen makes better small lettering, and, as small lettering looks better on better class cards it is advisable to practice with the pen.

For ordinary use a No. 1½ or No. 2 nib is best. You will experience a great deal of difficulty at first in getting the cross strokes straight but perseverance in practice will eliminate this. It is advisable to mark the letters out minutely with pencil before attempting the actual work, then you can work ahead without any worry as to spacing, etc. It is advisable to spend considerable time in practicing this alphabet that the formations may become so firmly impressed on your mind as to render no reference to the chart necessary as far as the type is concerned. We are giving you no practice exercise this month on account of so much sameness of the strokes, but don't neglect to practice each stroke thoroughly.

Keep your pen nibs in the best of shape, clean and in good working order. Wash them out in clean water after being used and better results will be obtained.

Use a heavy black carbon ink for pen lettering "mat designing and mat bevelling for show cards." We all want to learn everything we can about our particular line of business and we should at least be on the lookout for something new, so here is something which is a very important factor to a show card writer and one which means dollars and cents to him or her when it is mastered. This work is mat designing and mat bevelling for show card purposes. It is a big subject so we must take it step by step that no stage in this work may be missed.

We will first explain what this work is.

In a few words it is making fancy and plain designs and cutting them out of mat boards and having all the edges of the mat bevelled.

The following are a few of the varieties of these cards.

Straight bevelled outside edges.
Straight bevelled cut out centres.
Fancy bevelled outside edges.
Fancy bevelled outside edges with cut out centres.

These are a few of the many uses of show card bevelling and if you are able to master them all this month you have done a big work.

Of course it is advisable to start at the easiest end of the work which is

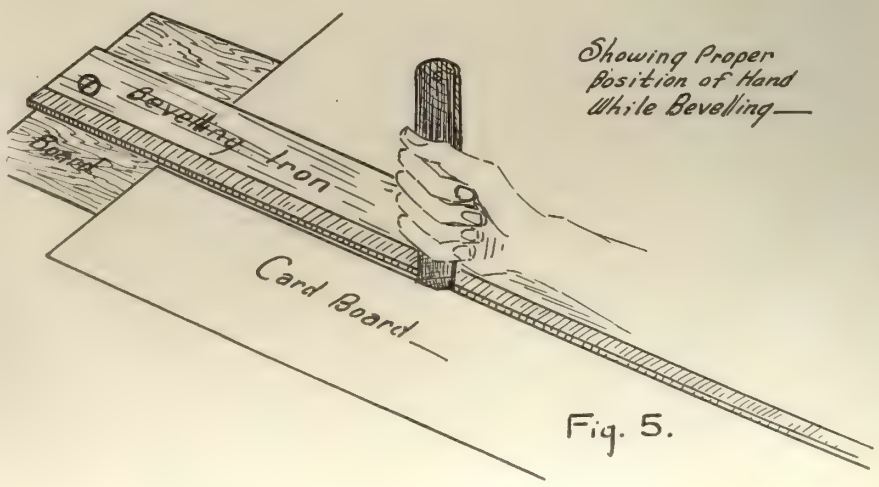


Fig. 5.

straight line work. This is much easier than the curved, because it can be done with a bevelling iron or any straight edge. Start at this first, therefore, and when you have mastered how to hold the knife or chisel, you may proceed to the more difficult work.

Tools to Use

Many are the varieties of tools used for mat board bevelling and, of course, each mat cutter has his own opinion as to which is the most practical method. In reality it is all a matter of what you get used to, so you will have to find out for yourself.

Experience has taught us that a thin blade with an almost right angled cutting edge is the most practical. This blade should be ground down just like a fine chisel with its bevelled point running back almost an inch. The point is thin, quite thin, and it cuts into the cardboard very readily and without the resistance which is caused by the thicker blade. Refer to Fig. 1.

This illustration shows a tailor's cloth cutting knife with the blade cut down to a chisel point, as previously explained.



The blade was broken off and ground down on an emery wheel and finished off on an oil or whet stone.

This gives it almost a razor-like edge, and if taken proper care of should last for years. All it requires from time to time is to be rubbed up on the oil or whet stone. The handle of this tool is of wood and brass, and the set screw, which is the lower one, holds the blade in place. This can be obtained at some hardware stores.

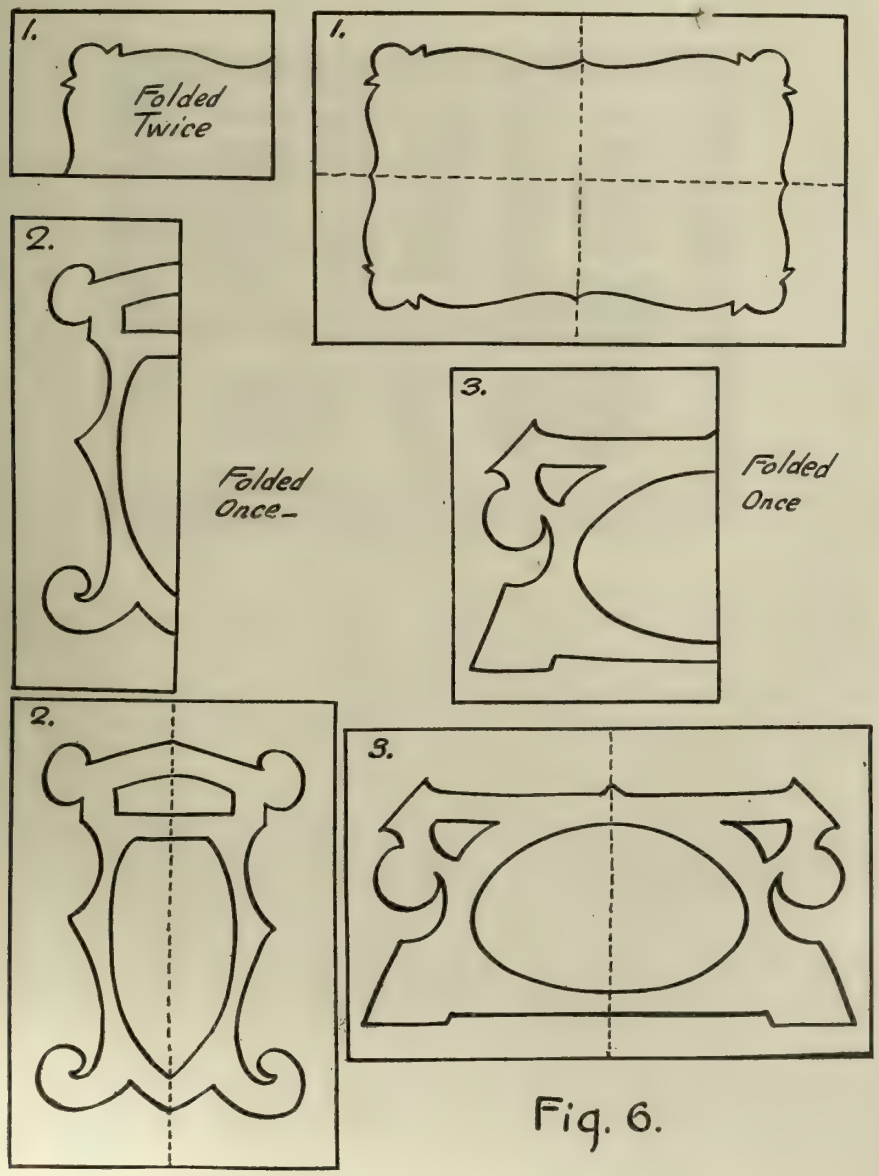


Fig. 6.

Fig. 2 shows the same style of handle with a pointed blade in it. This style does the work very well, but in our estimation not so well as the former. Both sides of the blade are cutting edges. No. 3 shows a style as catalogued by a card-writing supply house, and is a very practical type. It has met with great success throughout the American continent.

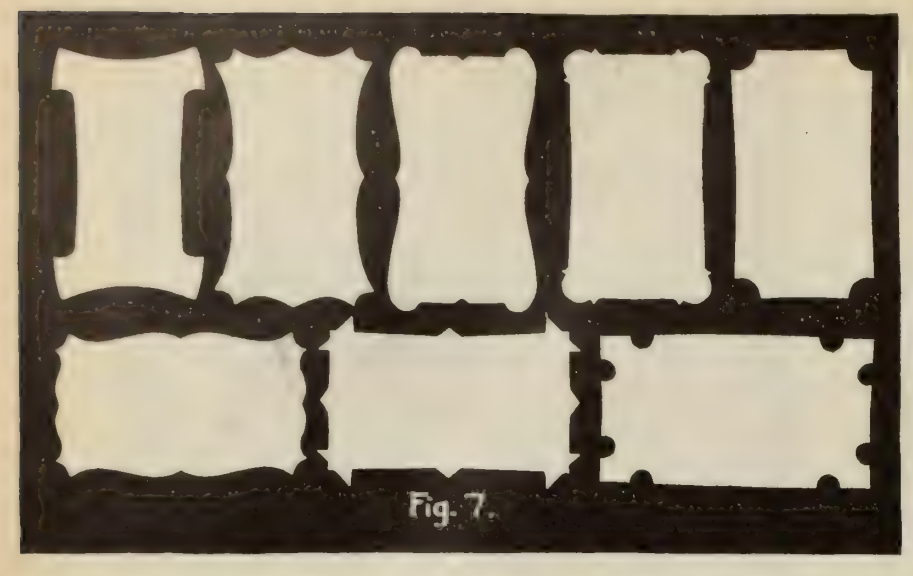
No. 4 shows a home-made device for mat bevelling. This is a small carpenter's chisel, made exceedingly sharp, with thick, soft cord wrapped around it to form a handle. The wooden handle of the chisel is left off. This tool can be used in case other devices are not obtainable.

Fig. 5 shows the proper position to hold the bevelling chisel when doing the work. Note the angle at which the chisel edge is held while cutting the card. This illustration also shows the bevelling iron's straight edge. This tool you can have made. Its size is two inches wide by about thirty inches in length, with the left hand side bevelled as shown. This iron is fastened onto a board about six inches wide and the same length as the iron, which is screwed to the board through a hole. The cardboard is placed underneath the iron and the end nearest you is held down firmly with the left hand. This holds the cardboard tightly in place for cutting. In order to get a clean cut bevel always place a piece of waste cardboard underneath the card to be cut.

If an iron bevelling iron is not obtainable, one can be made from a piece of good hardwood. This has proved as satisfactory and much more easily obtained, but is only good for straight edge bevelling. It should be made by an experienced carpenter, so as to have it perfectly smooth.

Kind of Cardboard to Use

The kind of cardboard used for making


Fig. 7.

bevelled mats and show cards is known as mat board. This can be obtained from mat board manufacturers. Of course plain white and colored railroad boards



can be used but are not as good for bevelling as the thicker mat board.

Designs

There are many ways which you can get the various designs for fancy mats but the quickest and most practical is the one illustrated in Fig. 6. This is, quite simple and you most probably have done this before.

In Fig. 6 we have three different classes of designs. The first shows a design with all four corners the same. This is obtained by folding over twice as indicated by the dotted lines, a piece of plain paper, the same as the card. When this is done draw quarter of the design in pencil as is shown in the left drawing. Then while it is still folded cut it out with a pair of sharp scissors. When opened you should have all four sections the same. Lay this pattern onto the cardboard and trace around the edge with pencil and bevel.

The second illustration shows an upright design which is obtained by just folding the paper over once lengthways. Then by placing carbon paper against the opposite side and retracing the pencil drawing the full design is obtained as shown in the lower drawing.

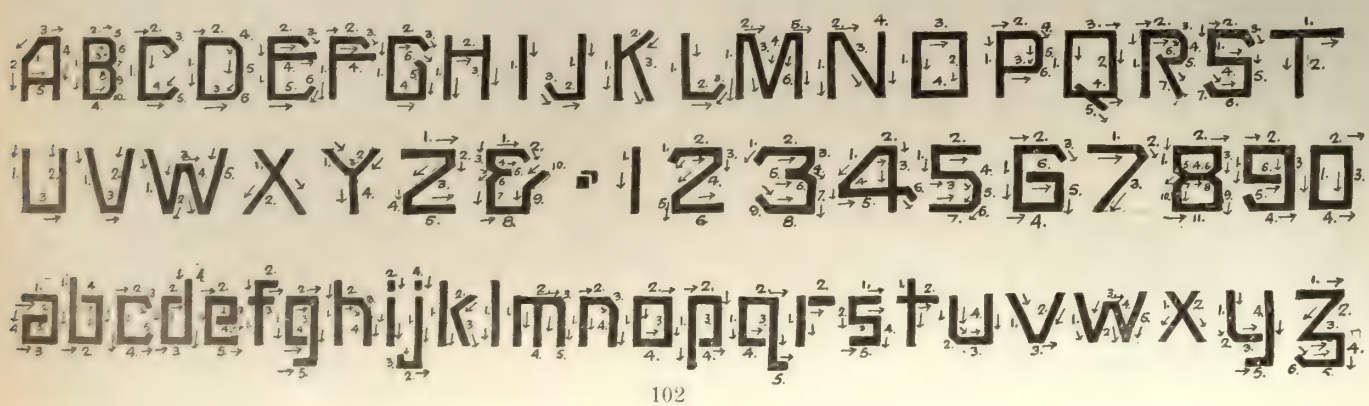
The third illustration shows a pattern for a landscape card. This is obtained the same as the other only that the paper is folded crossways.

These patterns are placed upon the cardboard, that is to be bevelled, with carbon paper underneath, design is then retraced. Thus you have the pattern on the card ready to bevel. After this is done neatly place behind the centre opening some other color card. This is to be stuck on with glue or paste. When dry the card is ready to letter. The lettering is to be put on the insert card.

No. 7 gives a few suggestions of designs which are obtained by the same method as shown in the first illustration of Fig. 6. These can be used for the outside design of show card or the inside design to be cut out. Many others can be made.

Fig. 8 shows a few attractive designs of the more difficult nature. These are all for cut out mats and are to be bevelled on both outside and inside edges and are to have a piece of cardboard set in behind the centre opening. In the case of the two outside top ones the top openings should be filled in as well. These spaces may be used for the firm's name.


Fig. 8.





Classy, Eh?

One of our many new and beautiful creations designed to make Raincoats popular this Fall.

We make every type of Coat.

Plush Coats, Velour Coats, Tweed Coats, Raincoats—top coats of every description for misses and women.

All the newest authentic styles are represented throughout the entire range.

A range of prices that provides for all classes of trade.

See the "NATIONAL" man with his Fall samples.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B

We Feature Model Brassiere's

THEY ARE THE BEST

Ladies there are few women who don't consider them essential with every kind of a thin dress. Model Brassieres particularly adapted for their excellent cut, are general favorites. They come in lace and embroidered at 50c each

ALL OVER CLUNY LACE at $1.00
LINEN AND CLUNY LACE at $1.25

Mortimer C. Drake Co.
310 and 312 MAIN STREET, POUGHKEEPSIE NEW YORK

Model Your Figure with a Model brassière

Are Prefered By Women of Fashion

Model brassieres confine the bust and give the graceful lines so much desired by the woman of fashion. The "Model" is so daintily trimmed with lace or embroidery that it is unnecessary to wear a corset cover—Come and see the new models at

50c and $1.00

STRAUSS & LOUIS CO.
DANVILLE, ILL.

Dainty Brassieres
—AS—
Christmas Presents
Each in a Holley Box

Every woman, young and old, likes them and they make a most sensible gift.

22 styles to select from.

50c

Other styles up to $4.00.

Oberlan's 234 Capitol St.
CHARLESTON, WEST VIRGINIA
"The Little Shop With Big Values"

New Styles in Model Brassiere

Dainty garments trimmed with lace or embroidery. Prices 75c to $1.50.

Charles Ogilby Limited.
COR. RIDEAU AND NICHOLAS STS. OTTOWA CANADA

First On Your Shopping List

Model Your Figure with a Model brassière

Because it is first in material and because it is first in workmanship that the figure of your choice may be as perfect as possible Model Brassieres perfectly fit the wearer—literally. Model Brassieres are the healthiest, for the Model it to the healthiest, ideal most beautiful pro-portions.

Each one—is measured, fitted to see that each perfectible is right, that proportion is right, that arm-hole is large enough, that waist and bust lines are absolutely correct, and they are inspected many times, so that no flaw may mar the coat to dim material, or waists or the material, to spoil the dainty effect of the trimmings.

50c and $1.00

THOMAS SIMLEY CO.
PORTLAND, ME.

ROGERS BROS.
LYNN, MASS.

Many a Woman Owes Her Splendid Appearance, Her Youthful Figure and Graceful Lines to

A Model Brassiere

Dainty, serviceable corsets, worn in place of a corset cover and designed to give a possible bulkiness an angle to a figure to correct rooms and gives the utmost comfort, style every taste, plain tailored elaborately embroidered lace trimmed

to $2.50

STORES EVERYWHERE

not only in the United States and Canada, but throughout the world, handle and advertise them. Send for our *Mutual Aid Ad. Book* —it's free.

Ask for our catalogue. Write for a salesman to call or send for samples.

Model Brassière Co.

200 Fifth Ave. - New York City
Canadian Office—Mappin Bldg., Montreal

McMULLEN BROS.
TELL IT TO THE NEIGHBORS

Model Your Figure With a Model Brassiere.

Model Brassieres in lace and embroidery. They have the removable rust-proof shields

THE McLEAN STORE NEWS

Model Your Figure with a Model brassière

"She Has a Young Girl's Figure"

Do you want that said about you—if you are mature, and inclined to form—or have you have passed the age—perhaps with it will be if you model your figure with a Model Brassiere.

Better than corset covers since they mould the form to correct proportions and are still dainty and pretty to wear under thin waists. Removable rustless boning makes them easy to launder, deep arm shields give them a long life. Prices 50c to $2.00.

JAMES McLEAN & SONS

THE MODEL BRASSIERES
Are Popular With All Women

Model Brassieres preserve the contour of the figure and impart beauty of curve and outline. Made in an unlimited variety of styles and fastenings of highest class fabrics. Removable rustless boning, extra large arm shields, insuring long wear. Here are a few of the models.

Style 523 is a Look front model, cut X shape front and back the top and bottom being trimmed with cluny lace, size 31 to 39, price each 49c

Style 883 a pretty model of Hamburg embroidery, fastens in front, size 37 to 46, at each 49c

Style 895 is made of good quality muslin the back and front trimmed with filet lace and insertion, sizes 34 to 46, a hook front model at 49c

BONDIS - GALESBURG - ILL.
BOSTON STORE DUNKIRK, N. Y.

McLean Bros.

Model Your Figure with a Model brassière

Why Envy Her Figure When You Can Have One As Perfect?

NATURE is all right, as far as she goes — but she does not always go far enough. She may put a soft curve

Model Your Figure with a Model brassière

DE BEVOISE AND NATURE

These very clever and wonderfully good qualities, priced up to $2.50, today we are going to show

50c AND $1.00 BRASSIERES

At both prices you will meet rare good values, all sizes, fresh stock, when you come today. Second floor.

"THE SECURITY OF A STORE SHOULD BE YOUR FIRST THOUGHT"
W. L. Stripling
THE PRICE IS THE THING.

Model Your Figure with a Model brassière

USED BY
PALAIS ROYAL
WASHINGTON, D. C.

Wear It in Place of a Corset Cover

Corset covers are merely dainty bits of lingerie to "look nice" under a blouse—and literally cover the corset—Model Brassieres do all of this and something much more important—they give to the figure charming and youthful lines, support, correct proportions.

Their extra fine quality and daintiness makes them even more desirable—their protected non-rust bones and removable rustless bonings are the vital points not to be overlooked.

Priced 50c to $4.00

GRAY REID & WRIGHT
RENO, NEVADA

CO.



Model 263



Model 376



Model 572

"Canada offers a rich field for Gossards"

That was the unanimous verdict of business people who attended the Canadian National Exhibition in Toronto.

Thousands of Canada's women paused at the Gossard booth to admire the beautiful forms and remained to ask for the names of their nearest Gossard merchants. They took away many thousands of booklets illustrating the nine ideal figure types and describing the Gossard front lacing corsets which help every woman to become the ideal of her figure type.

Gossards are the favorite corset of Canada's discerning women—the National Exhibition conclusively proved that. And wise merchants are preparing themselves to reap the harvest of Gossard sales.

Three popular Gossards to push

Model 263 at $2.50; Model 376 at $3.50; and Model 572 at $5.00 are having tremendous runs this Fall. Re-orders are pouring in already. These three models are designed to correctly corset a large number of women, and when you offer your customers such splendid values no woman can afford not to wear a Gossard.

New accounts are being opened rapidly in every part of Canada. Old accounts are doubling their business in Gossards this season. What is your store doing?

The Canadian H. W. Gossard Co., Ltd.

284 KING STREET WEST :-: TORONTO

$13.75



F-258—HEAVY WOOL VELOUR Coat, full flared and 48 inches long, ALL LINED with Winner's guaranteed "Satin De Luxe"; has 10-inch fur collar and 6-inch band at bottom of Kolinsky dyed Coney; 6-inch belt with large buckle and pockets as illustrated. Sizes, 14 to 44. Colors: Navy, Brown, Green, Burgundy, Taupe.

$13.75

Terms: Net 10 days.

Herzog's

Cloak & Suit Co. Inc.
1333 Broadway
at 35th & 36th Sts. New York
SAMUEL HERZOG PRES.



You'll Know Them for Sellers

As soon as you see our samples of Waterproof Clothing you will recognize their sales possibilities. You will see that they show the utmost in Style, Quality of Material and Workmanship, and Value.

And you will be surprised at the prices. You will wonder how such evident value can be kept to so low a price.

See the samples the salesmen are now showing for Immediate Delivery and for Spring.

THE
Montreal Waterproof and Clothing Co., Ltd.
The largest and oldest Waterproof Clothing House in Canada
MONTREAL, CANADA



You can't beat 'em at

$9.00

Manhattan Waists keep sales a-hustling right along. Day in and day out they appear on the sales slips with a regularity that spells success in the waist department. This "sales-constancy" of Manhattan Waists has induced many merchants to give them exclusive place as their low-priced line. These are the merchants most enthusiastic for Manhattan Waists for the simple reason that they have found that, given the opportunity, "Manhattans" will outsell any line of like price. They give for their low price a **value** in **style** and **workmanship** that appeals as a decided bargain to discerning women, and they're right up-to-date in every particular.

Put a few dozen into your stock, display them well, using prominent price tickets, and find out for yourself why "Manhattans" are gaining such a hold on the low-priced waist trade.

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec

Standard BRAND

FINE WAIST SPECIALISTS



No. 1015

One of our new Fall Numbers—made from heavy Georgette Crepe in the season's latest shades.

DELIVERY TEN DAYS

Our Travellers will be on the road about September 10th with a fine assortment of the latest styles for Fall.

Standard Ladies' Wear, Ltd.

Coll. 8017 College and Markham Sts.

TORONTO

Say: "FITAFORM"



FITAFORM—*KON-KAVE*

FITAFORM—***GREANADIN***

FITAFORM—BRASINET

DUCK—**PERCALINE**—REPP—P.K. and CANVAS

Plain and Boned Beltings and Foundations for bodice, girdles, waists, dresses, skirts, etc. Made to fit Woman's FORM according to Fashion.

Beautifully Shaped and Curved, No Bulky Darts nor Seams saving time and labor. TRUE ECONOMY, WITH PROFIT to Notion Department.

For Sale at Best Stores and Used by Best Dressmakers

New Numbers for New Fashions.

SEND FOR SAMPLES

GREAN DRESSMAKING SPECIALTIES

32 West 18th Street -:- New York, U.S.A.

PINE TREE SILK MILLS PHILADELPHIA TRADE MARK REGISTERED

We Specialize

FANCY SILKS

New Patterns in Stock

For

Immediate Delivery

Pine Tree Silk Mills Co.

285-4th Avenue, NEW YORK

Owners Pine Tree Silk Mills, Philadelphia

"P.C." Corsets
RUST PROOF

Give distinction to your whole stock



"P. C." Corsets, with their correct styles and perfect workmanship, give a "tone" to the store which sells them. They have the qualities that appeal to particular women — Flexibility, Strength, Ease, Comfort, Graceful Contour and Authoritative Styles.

Faultless workmanship has produced a perfectly finished corset whose every feature is pleasing. All steels are rust-proof, break-proof and protected.

Our travellers are now on the road with New Fall Styles which are special values at $8.50, $10.00, $12.50, $15.00, $18.00 and $24.00.

Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

BRANCHES: Toronto, 84 Bay Street; Montreal, 329 Craig Street West

COATS and SUITS

Our Fall Range has been a pronounced success wherever it has been shown.

Exquisite Styles
Dainty Materials
High-Class Workmanship
Remarkable Values

A strong selling combination which is making good business.
We bespeak careful inspection.

Smart Style Cloak Co.

268 Ontario St. West, Sommer Building

Montreal, Que.

Salesmen who are now showing our lines—

Province of Quebec: A. J. Gendron.

Maritime Provinces: H. V. Clemens, 8 Keith Building, Halifax, N.S.

Province of Ontario: W. E. Stothers, 33 Richmond St. West, Toronto, Ont.

Western Canada: Geo. Nagley.

Canadian Converters' Underskirts

Spring Ranges
now
being shown
in

Sateens
Moires
Egyptine
Blackeye
Cotton Taffetas
and
Wash Underskirts

Specials
in
Silk Taffetas
for
Xmas Trade



The Canadian Converters' Co. Limited.
Montreal

Getting Them Over Your Counter

COMING right down to the "Brass Tacks" of business, our great objective is to get "Mack Brand" Ladies' Waists across your counter. Not just to put them into your stock, but to get them out again, and to get them out for reasons that are honest, and permanent, and satisfying to your customer. That's why you'll find in our Fall Line such a display of style, such carefully selected materials, such excellent workmanship. Nothing that could possibly make "Mack Brand" Waists more saleable, or attractive, or pleasing has been left out of this most excellent range—and the prices will suit both you and your customers.

Get the "Mack" salesman to show you the full line when he calls. Then you will see the many reasons why "Mack Brand" Waists go easily over the counter.

THE Mack BRAND

McCUTCHEON WAIST CO.
LIMITED
323 ST. JAMES STREET, MONTREAL



SMITH–D'ENTREMONT EXHIBIT

THE exhibit of the Smith-D'Entremont Company, Ltd., at the Canadian National Exhibition, was the centre of much genuine interest during the days of the big Fair, much of which must be accredited to the fact that this company has the distinction of being the first to manufacture French ivory goods in Canada. The display of ivory goods by the above firm consisted of an attractive arrangement of mirrors, brushes, combs, puff boxes, hair receivers, perfume bottles, manicure sets, trays, knitting pins, children's rattles, picture frames, etc. These articles representing the first French ivory goods made in Canada were shown to advantage in the effectively arranged booth, being exhibited on dressers and tables. The exhibit impressed visitors with its home-like appearance and in this manner the goods were brought out in their most effective setting. The display was constantly the centre of much well deserved interest and admiration both from buyers and from the general public. Sample calendars of the company were distributed to interested parties during the Exhibition.

The Smith-D'Entremont Company, Ltd., 1475 Queen St. W., Toronto, is now in a position to supply a complete range of toilet articles.



Ideal for Furs and Fichus

Flesh-Color, Washable, Enamel Stands

We have so perfected our process of enameling Shirt Waist Forms, Suit Forms, Limbs and Collarettes, etc., that we absolutely guarantee them to be Washable and Uncrackable, giving them a smooth Egg Shell Finish. This process also reinforces them throughout.

Handsomely illustrated colored supplement and prices mailed on request.

New Ideal Waist Stands, New Ideal Individual Skirt Stands, Waist Racks, Mantle Racks, Clothing Racks.

Representatives celebrated Pierre Imans Wax Figures, Paris.

Send in your old Wax Figures. We repair, making them like new.

DELFOSSE & CO., 247-249 Craig St. W., Montreal

Largest Eastern Fixtures Makers in Canada. Wax Figures, Mirrors, etc.





Mohairs mean steady business to merchants who desire to balance the uncertain sales of novelties by a good-profit staple always in demand.

B.D.A. Mohair means steady satisfaction to your trade. It is wrinkle-less, defies dampness and sheds dust.

Its adaptability for coats, wraps, dresses, costumes and skirts make it popular for many occasions of wear.

Stock "B.D.A." because — *"B.D.A." Means Mohair of Maximum Merit.*

The
Bradford Dyers' Association
Limited
OF BRADFORD, ENGLAND





Queen Quality
Italian Silk Lingerie

A really notable achievement in the production of fine silk underwear



Woven from the raw silk, designed, cut, made up and finished in our own mills at St. Catharines, Ont., Queen Quality is a distinctively Canadian product, equal in every respect to the best ever imported. It gives you an opportunity to supply your better class trade with a "Made-in-Canada" range that will completely satisfy your most discriminating customers.

Also *"Queen Quality"* Silk Gloves.

See the Spring Range Now Showing.

St. Catharines Silk Mills, Limited
St. Catharines, Ontario

Richard L. Baker & Company, *Sole Selling Agents*
100 Wellington Street West
Toronto

TO THE MILLINERS

Latest Models Now Ready in

Hatters Plush and Lyons' Velvet and Velveteen

A trial will convince you of the excellence of our WORK and SERVICE.

The Imperial Hat Manufacturing Co.

Factory: 254-256 Lemoine St. Showroom and Office: 256 Lemoine St.

MONTREAL

L. N. PANNETON, Proprietor.

MODELS FIRST—OF QUALITY

Seckendorf's

JUST THE RIGHT SHAPE HAT FRAMES OF THE BETTER KIND

IF the FAMOUS SECKENDORF FRAME TICKET IS NOT on the FRAME it is NOT OUR MAKE

NEVER FORGET THIS WHEN ORDERING FRAMES

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Seckendorf HAT INC FRAMES — TRADE MARK —

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product.** There are added responsibility and written-printed claims to substantiate.

A "CEETEE" SHEEP FOR EVERY MEMBER OF THE FAMILY—

LOOK FOR THE SHEEP

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL BABY

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL SISTER

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL BROTHER

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL MOTHER

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL FATHER

"CEETEE"

THE PURE WOOL UNDERCLOTHING That will not shrink

The C. Turnbull Co. of Galt, Limited

Galt · Ontario

WRITE US FOR RANGE OF SIZES



"If They're Brotherhood, They Must Be Good"

Painstaking workmanship and the use of only the highest grade materials have caused both you and your customers to know this great truth of BROTHERHOOD OVERALLS.

LARGER PROFITS FOR DEALERS

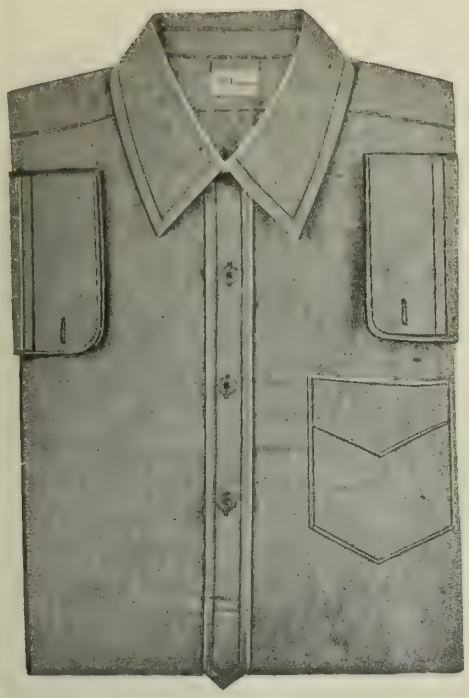
By our modern method of selling direct from maker to dealer, you receive at least ten per cent. more profit for your Overall Department. We employ no salesmen—we sell to no jobbers.

BROTHERHOOD LINE ALWAYS COMPLETE

Overalls, Smocks, Aprons, Brownies, (for the kiddies) Munition Coats, Auto Suits. In all styles and sizes, in stripes, in khaki and blues. Write, Phone or Wire Your Requirements Now.

H. S. PETERS LIMITED, WELLAND, ONTARIO

Shirt values that will boom your sales



Four Specials:

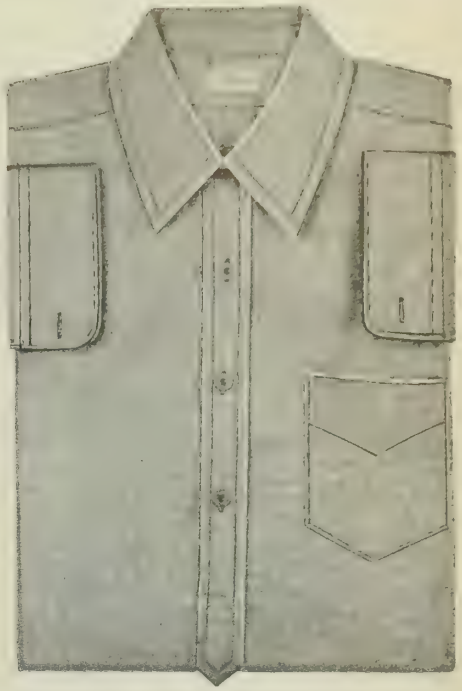
Just the class of shirt in such demand at the present time.

And at prices made possible only through judicious buying of big stocks of material months ago.

Our supplies of these materials, while large, are not inexhaustable. Orders are piling in, and to secure your supply we urge early buying.

These shirts are just the thing for hard wear—the service they give will delight the wearer and *every sale will yield you a substantial profit.*

Ask our representatives especially about these shirts.







Deacon Shirt Company

Belleville, Ontario

THE NEW SPRING
1918
"Onyx"

ONYX
Reg U.S Pat. Office

Hosiery

line will show many Special and Exclusive features which cannot be overlooked by the Buyer interested in the welfare of his department.

Our salesmen will be with you shortly.

Wait!

Sole Selling Agents for
PAUL GUENTHER, Inc.
Manufacturer of Full Fashioned Silk Hosiery

Sole Selling Agents for
"MERODE" and "HARVARD MILLS" UNDERWEAR
Manufactured by
WINSHIP, BOIT & CO.

Emery-Beers Company,
Incorporated
BROADWAY AT 24th STREET
NEW YORK

Boston Office: 31 Bedford Street
Philadelphia Office: 1033 Chestnut Street
Chicago Office: The Lytton Building
San Francisco Office: Bankers' Investment Building

New York's Latest

We are getting away to a flying start with our showing for Fall, 1917.

Personal inspection and selection in New York style Centres has given us a line of

Skirts and Dresses

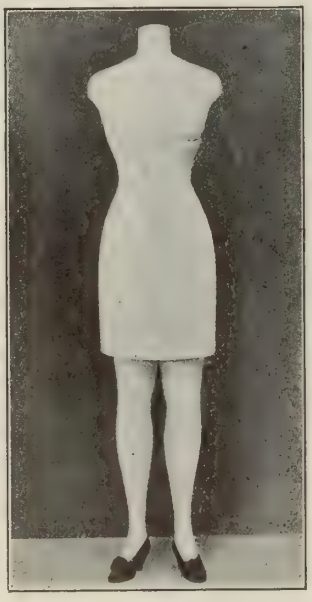
in serges and silks for Women and Misses that is hard to beat.

Our styles have been carefully chosen *to sell.* That's why it is to your advantage to see our representative.

Write if he doesn't call soon.

The COOPER SKIRT Co.

46 St. Alexander Street, Montreal



47E.
$12.00, or $8,00
with Non-Scratch Hardened, Base Weighted, Mahogany Finish, (Metal if desired.)

Outstanding features plainly seen. Built to conform with prevailing styles. Covered with washable enamel. Padded, will not crack if it falls. Is light and strong.

Blouse form same finish with velvet belt or girdle, enamel bust, $7.50.

A. S. Richardson & Co.
99 ONTARIO STREET
TORONTO

Which Hosiery Would a Woman Rather Wear?



Seamless, or seamed?

Narrow ankle, or wrinkled ankle?

Smooth-fitting toe, or "bunched" toe?

Knitted to shape, or stretched to shape?

Fine, soft, highly finished cashmere and lisle, or just a commonplace finish?

There is no question which hosiery a woman—especially a stylishly dressed woman—would rather wear, BUT

Which Would You Rather Sell?

You, and every other progressive dealer would rather sell the kind the women prefer—*"Mercury"*—and you can get it now from our big, new mills, which are equipped with new machines that knit

Seamless Hosiery—

Narrow Ankle Hosiery—

Hosiery with a perfectly turned, smooth-fitting toe—

Hosiery knitted to "Nature's Last"—

Hosiery fashioned at the top to make it more elastic and comfortable—

Fine, soft, highly finished hosiery that outrivals the finest qualities formerly imported.

Each pair carries the "Mercury" guarantee—"a new pair for any pair that fails."

Black Cashmere, Black Lisle, White Lisle.

Mercury Hosiery

MERCURY MILLS, LTD.

HAMILTON CANADA

Also Makers of Men's High-grade Hosiery, and Underwear for Men, Women and Children.

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UNDERWOOD TYPEWRITERS — MODERN visible machines equipped with such improvements as back spacer, bi-chrome ribbon, tabulator and automatic ribbon reverse. Five-year guarantee. Sold for cash or payments. Free trial. Send for proposition to-day and save more than half regular price. Address—Arthur O. Secord Co., Limited, Dept. 7, Brantford, Ontario.

BUSINESS CHANCES

EIGHT THOUSAND GENERAL STOCK—FINE farming district. May continue or remove. Sixty-eight cents—half cash. Curiosity seekers and realty men, save postage. Box 444 Dry Goods Review.

COMMISSION AGENTS WITH PERMANENT sample rooms in Winnipeg, calling on wholesale and retail trade in the West, would like to hear from reputable manufacturers of lines suitable for general dry goods trade.—Box 501 Dry Goods Review.

SALESMAN HAS LARGE CONNECTION WITH the leading ladies' wear trade both in Western and Eastern Canada, would like a reliable line of popular priced lingerie waists, neckwear, sweatercoats or any other kindred lines on commission to carry along with a high grade line of silk waists in territory from Toronto to Halifax. Box 600. Dry Goods Review.

Canada Veiling Co., Ltd.
TORONTO
for
Veilings, Fancy and Mourning Veils, Metal and Cotton [illegible] Silk or Cotton Nets, Nigger Caps, Embroideries

WINDOW DECORATIVES
Latest creations.
Secure details.
Send for our extensive catalogue.
Dept. Z.
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Mending Wool
of all kinds. For jobbers only.
Manufactured under customers' private brands.
Guelph Mending Yarn Supplies
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COMMISSION DRY GOODS
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MONTREAL
Representing
HAMBURG BUTTON CO.
Pearl Buttons, Jewellery and Novelties,
NEW YORK
A. L. CLARK & CO., INC.
Notion Specialties and Small Wares,
NEW YORK
WINTER BROTHERS
Jewellery Novelties,
NEW YORK
STERN SPECIALTY COMPANY
Art Rubber Novelties, Etc.
NEW YORK

When You Want Boot and Shoe LACES
I have in stock, both bulk and banded in pairs, round, tubular, flat, all colors; also Leather Laces.
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Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
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(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

The American Embroidery, Cord and Tassel Company
516 St. Lawrence Blvd., Montreal, Que.
FURRIERS
Complete up-to-date line of the lastest furriers' novelties. **Crochet Buttons, Fringes, Braids, Cords and Tassels.** Goods unique and artistic in design. Headquarters for all kinds of *trimmings for cloaks and suits.* We also manufacture Bonnaz Art Embroidery.
Write for Samples

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION RAYNSTERS"

1917-18 Style Book Ready

Our 1917-18 Style Book for "Dominion Raynsters" is just off the press and will be mailed free to those in the Clothing or Ready-to-Wear trades who will write to our nearest branch for a copy.

In this Style Book we have illustrated the newest styles and designs in Raincoats and Waterproof Clothing and also show the standard lines of proven merit and excellence.

"Dominion Raynsters" are strictly "Made in Canada" garments, designed expressly to meet the requirements of Canadian trade. Each garment is guaranteed to be free from imperfection in workmanship and material.

"Dominion Raynster" Style Book and Price List mailed free from our nearest branch. Write for your copy.

Canadian Consolidated Rubber Co.
LIMITED

HEAD OFFICE: MONTREAL

"Service" Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver, Victoria.

Another Perling & Maer Inc. Value



GENUINE POM POM

FULLY LINED WITH MARQUISE SATIN

$12.50

ANTELOPE
PEKIN—BURGUNDY
BROWN—MOLE
REINDEER
PLUM

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COATS AND SUITS
148 MADISON AVENUE
CORNER 32ND STREET,
NEW YORK.

POM POM 12.50

Write to-day for this phenomenal value

Dry Goods Review

Vol. XXIX OCTOBER, 1917 No. 10

HAWLEY'S
HYGIENIC BLACK
COTTON HOSIERY
ON



WILL STAND BOILING SOAP AND SODA.

WON'T WASH OUT, STAIN OR FADE.

Warranted
FAST, STAINLESS AND ACID PROOF.

Alfred Hawley
DYER

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO



Kenyon
Winter Coats

THE KEY TO THE REALM OF FASHION

LEFT: Style N22012. $25. Light weight wool Velour. Lined throughout with guaranteed satin. Wool interlined to the waist and sleeves. Hudson Seal collar. Pleated front and back effect. Tailored button trim. Colors: 1155 Black, 1156 Blue, 1157 African Brown and 1158 Russian Green. RIGHT: Style N22016. $30. Medium weight Velours de Laine. Box pleated sides forming pockets with Grandmother tucks. Shawl collar of Nutria fur. Tailored button trim. Lined throughout with guaranteed satin. Wool interlined to the waist and sleeves. Colors: 271 Taupe, 272 Beet Root, 273 African Brown, 274 Russian Green and 275 Navy.

NEW YORK
5th Ave. Bldg., 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.



Ribbons

Not in Switzerland Not on the Ocean
BUT In stock in Montreal.

All widths and colors: Taffettas, Satin, Lingeries, Moires, etc.

Silks

We have in stock in all the leading shades—
Chiffon Taffetta, Duchess Messaline, Washable Satin.

A good range of Crepe de Chine, also a full range of black and color Velveteens.

Smallwares

Ask our travellers to show you the following button cabinets—5029 5028 150 152 154 114 160 180 480 1500 1245 3000

Would advise placing Spring purchases of these numbers, every number having been bought before any advance whatsoever in pearl buttons.

The Largest and best equipped Notion Department in Canada. IT PAYS TO BUY THROUGH US

Greenshields Limited

17 VICTORIA SQUARE MONTREAL

Everything in Dry Goods.



Alfred Hawley
DYER

When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO — 65 Simcoe Street
MONTREAL — 525 St. Paul Street

SOLE AGENTS:

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.
J. Bonas & Son., Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.
Morris & Yeomans, Reddich, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England — Dean's Tape Measures. Corset Fasteners, Babies' Bootees and Shoes.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Coton a Coudre, Paris, France— C. B. Mendings, Embroidery and Crochet Cottons.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
Wilson Fastener Co., Cleveland, Ohio — Wilsnap Fashion Fastener. Wilson Dress Hooks.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidering Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

GLASS BUTTONS, U.S.A.—Latest designs

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

Christmas Suggestions

Assure yourself of both price and delivery by purchasing NOW.

COMFORTERS, Sizes 60"x72", 66"x72", 72"x72".

Cotton Filled $21.00 to $60.00 Dozen.
Down Filled $6.00 to $15.00 Each.
Cushion Forms in All Shapes and Sizes.

LINES IN SPECIAL HOLIDAY BOXES:—

Blouse Ends	Gloves
Waists	Coat Sweaters
Infants' Knitted Wear	Hosiery
Infants' Blankets	Handkerchiefs

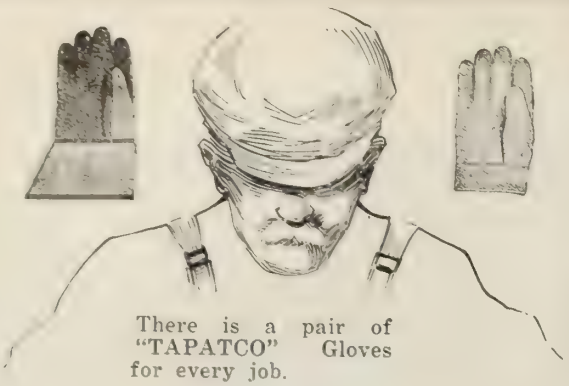
Fancy Collars & Cuff Sets, Men's Ties, etc.
Men's Braces, Garters and Armlets, Boxed Separately and in Sets.

Christmas Ribbons of All Varieties.

A Large Range of Novelties and Fancy Goods.



John M. Garland, Son & Co., Ltd.
Ottawa -:- Canada
Wholesalers of Everything in Dry Goods



There is a pair of "TAPATCO" Gloves for every job.

They are properly designed and carefully made to give protection without clumsiness.



Your town is full of men who want "Tapatco" Gloves

In these days of increased activity along every line of production there are more men wanting working gloves than ever before. Hands that are tackling the work of the farm and the factory need protection, and the demand is for gloves that are properly designed and carefully made so as not to add clumsiness to the hands that wear them.

"TAPATCO" Gloves are made in Gauntlet, Knit-Wrist or Band-Top Styles, in heavy, medium or light weights, — leather-tip, leather and leatherette-faced gloves; Jersey Gloves and Mitts in Tan, Slate or Oxford.

There is a pair of "TAPATCO" Gloves for every job.

Insist that your jobber furnishes "TAPATCO" Brand.

The American Pad and Textile Company

Chatham, Ontario

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

PUBLISHING OFFICES:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

When you want

QUALITY GOODS

ask for

HORROCKSES'

LONGCLOTHS, NAINSOOKS, MADAPOLAMS, or FLANNELLETTES; also SHEETINGS, made-up PILLOW CASES and SHEETS—

they are the standard of excellence in COTTON GOODS.

None genuine without the name "HORROCKSES" on the selvedge.

Horrockses, Crewdson & Co., Ltd., Manchester & London, England.

Agent for Canada:
John Ritchie, 591 St. Catherine Street West, Montreal.

OVER 50,000 COPIES PER MONTH



Canadians

should be thankful that our Country has a Canadian Magazine fit to take its place in the company of the big American magazines — a magazine equalling in interest and literary merit the big magazines produced in a Country of 100,000,000, where it is possible to obtain $1,000 to $5,000 a page per issue or more for advertising space.

THE making of MACLEAN'S MAGAZINE month by month, year after year, has been hard labor. One difficulty was to get the right sort of matter—Canadian in origin and theme. A few years ago our country possessed few writers and artists of trained and high ability. To-day, thanks very largely to MACLEAN'S MAGAZINE, we have men and women writers and artists producing first-class work; they developed when they found a medium demanding a grade of work equalling the best contributors to American magazines. Also, the Canadian writers and artists who were finding a market for their wares in the United States turned to MACLEAN'S when this magazine showed itself to be a sufficient and creditable vehicle for their work.

The future has a good crop of A1 Canadian writers and artists in store, whose work will appear in MACLEAN'S; but consider these names of Canadian men and women who have already "arrived," and whose work appears in MACLEAN'S MAGAZINE:—

Sir Gilbert Parker,
Arthur Stringer,
Arthur E. McFarlane,
Stephen Leacock,
Robert W. Service,
Alan Sullivan,
Agnes C. Laut,
L. M. Montgomery,
"Janey Canuck,"
A. C. Allenson,
E. Phillips Oppenheim,
Peter McArthur,
J. B. Yates,
Geo. Eustace Pearson,
W. A. Craick,
H. F. Gadsby,
C. W. Jefferys,
J. W. Beatty,
Arthur William Brown,
Lou Skuce.

These are some of the names of Canadian men and women—writers and artists—who are doing work of the highest class, acceptable to the hardest-to-get-into publications of the United States. Ten years ago such a Canadian galaxy had no existence.

BESIDES these professional writers and artists men and women who depend on their pen and pencil and brush for their livelihood—is a big host of others who write only when successfully urged to do so—because they have something to say that is worth saying. These are usually men in a big way of business, or professional men at the top of the ladder, or men and women doing unusual work of a most important sort—often obscurely because they are not self-trumpeters of their achievements or labors. For example, such men and women as:—

THE LATE SIR MORTIMER CLARK
JOHN BAYNE MACLEAN
ERMAN J. RIDGWAY
LORD NORTHCLIFFE
JOSEPH MARTIN, M.P.
BILLY SUNDAY

All these have contributed under their own name or a nom de plume to MACLEAN'S MAGAZINE in the last 12 or 15 months, recognizing that this magazine can give their messages to the whole nation, and to a class of persons whom they wish to reach.

NOBODY who knows MACLEAN'S would ever call it a story magazine, but rather a national magazine—almost a news magazine. Stories there are in every issue—enough of them to satisfy the right and natural desire for romance, adventure, achievement, business, love and intrigue. But the greater part of the contents of every issue of MACLEAN'S MAGAZINE may be called **NEWS**—NEWS of men and their work and triumphs; news of the nation's work and workers; news of discoveries; news of movements; news of politics; news of the builders and building of Canada. MACLEAN'S, as Canada's National Magazine, prepared for thinking and intelligent men and women, must be an informative and interpretive magazine, must mirror national opinion, record national affairs and developments, and be the **VOICE** of prophets, statesmen and leaders. MACLEAN'S is a magazine of to-day—a newspaper of a sort, dealing with big news passed over by daily newspapers whose function is the recording of the day's news—passing news; and who leave the fuller statement—the summed-up presentation of things they can but touch on—to MACLEAN'S MAGAZINE.

A Magazine *of* Power

News features of MACLEAN'S MAGAZINE greatly liked by its 50,000 readers are

The Business Outlook—article.
The Investment Situation—article
The Review of Reviews Department.
The Nation's Business.
Women and their work.

These are regular department features appearing in every issue of MACLEAN'S. They are of the nature of surveys or digests, and perform a service welcomed and praised by all readers who aim to keep themselves broadly informed concerning what's doing in Canada and what's being thought and said and done the wide world over.

REVIEW of Reviews is the outstanding feature of MACLEAN'S, in that it gives the best articles, in condensed form, from the best magazines of the world. A staff of trained people read and study the contents of all magazines and select for each issue of MACLEAN'S twenty or more articles which mirror the world's progress and present the changing aspects of world opinion.

IN rounding out this presentation of Canada's National Magazine a brief reference may be made to one large and discriminating and important class of contributors to it—advertisers. Literally hundreds of them employ MACLEAN'S for their advertising, to reach the influential classes represented by MACLEAN'S list of subscribers, and because they get national publicity economically. These makers and producers of goods of national consumption appreciate the fact that a select circulation of 50,000 gives them, among the most important families of Canada, strong local publicity as well as broad national publicity, and that retail distributors are both canvassed and assisted by their national advertising in MACLEAN'S MAGAZINE. They recognize that $1,000—$3,000 invested in space in MACLEAN'S MAGAZINE to buy 365-day national influence is dirt cheap publicity.

THIS is but condensed presentation of MACLEAN'S MAGAZINE. Very much more can be said about its editorial policy and character, about its making, about its quest for and development of new contributors, about the policy that keeps canvassing methods and advertising columns clean, about the hearty approval of subscribers of MACLEAN'S MAGAZINE, about the significance of 50,000 circulation, about the wisdom of doing a "little advertising in a few magazines" as an initial step in national advertising plans; about the advertising of MACLEAN'S MAGAZINE in all the MacLean Publishing Company's list of business and technical newspapers, about the influence of MACLEAN'S MAGAZINE on distributors.

But time and space forbid here and now a continuation of the MACLEAN story.
What is enough to be impressed is—

MACLEAN'S MAGAZINE

Canada's National Magazine

143 University Ave., Toronto

Union Trust Bldg., WINNIPEG **Boston** **New York** **Chicago** **London, Eng.** **Southam Bldg., MONTREAL**

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

LIDDELL'S GOLD MEDAL IRISH LINENS

See Our Samples
Now on the Road

Irish Hand Embroidered Novelties — Bed Spreads, Sheets, Pillow Cases, Baby Cases, Doylies, Tea and Lunch Sets, Cosy Covers, Handkerchief Cases, Etc., Etc. Just the goods for Christmas Trade.

R. H. COSBIE, LIMITED
Irish Linen Agency
22 West Wellington Street, Toronto

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

To the Trade October, 1917

Great Britain, France, The United States of America, Canada and Japan

are the great markets for textiles and kindred merchandise. Our experience, capital and action have placed us in a most favorable position in these markets.

Notwithstanding the unusual danger of crossing the Atlantic, our buyers found they could not place as good value before our customers unless they visited the manufacturing districts personally.

We are pleased to state that they have returned without meeting any mishap and that the goods arriving for the *Fall Assorting Trade* and the goods bought for the Spring Trade of 1918 are excellent value. Many of them are "over makes" and "cancels" caused by short shipments. These goods can only be procured by buyers who are on the spot at the right time.

An inspection of the goods in our warehouse for the *Assorting Trade* and the samples in the hands of our travellers for the *Spring Season,* 1918 placing orders will convince the most expert buyers that our prices are right when compared with the general quotations at the present time.

If you cannot visit our warehouse kindly send us your letter orders. We assure you careful attention and prompt delivery.

John Macdonald & Co., Limited

TORONTO



12—18½

Everything but the Laundry Bills



12—18½

KANTKRACK TRADE MARK Collars give in service, appearance and styles everything that the linen collar gives, everything but the laundry bills. They wear like linen, only longer; they look like linen; they come in all the latest styles; but unlike linen collars, they never go to the laundry.

KANTKRACK Collars will save your customers many a dollar and at the same time give them always—clean collars.

MADE IN CANADA IN ONE GRADE ONLY, AND THAT THE BEST.

We are manufacturers of the Onli-Wa Tie Holder for CANADA.

The Parsons and Parsons Canadian Company
Hamilton, Canada

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

WASH GOODS DEPARTMENT



MONTREAL

At this season our customers and travellers naturally turn their attention to *Wash Goods for Spring.*

Our range is now ready, and while our prices may appear high in comparison with other seasons, we advise placing conservative requirements as promptly as possible, as we expect difficulties with regard to delivery and probably a gradual increase in values.

The W. R. Brock Company, (Limited)

WHOLESALE DRY GOODS

TORONTO **MONTREAL** CALGARY

The Line the Dealers Like

There are a few good brands of Overalls made in Canada, and a number of them offer fair propositions to Dealers.

But Brotherhood garments combine all the good features from both the dealers' and customers' standpoint that make them best for everybody.

Our modern plan of selling Brotherhood Overalls direct to you — no middleman's profit, nor salesman's expenses—is a success. It means more money from your overall department. The material is the most serviceable, the workmanship and general style satisfactory. All sizes, styles and colors always in stock.

These are but a few of the points that make the Brotherhood the Line you will like.

Write to-day for our attractive proposition for dealers.

Look for the



Brotherhood Button

H. S. PETERS, LIMITED

WELLAND - - ONTARIO

When you want to sell or buy anything, use the condensed ad columns of

Dry Goods Review

You can talk across the continent for two cents a word.

The "Arlington" Collar
Sales Calendar

OCTOBER

S	M	T	W	T	F	S

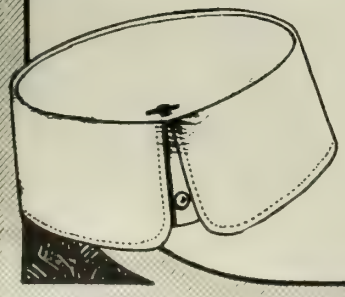
Overcoats Again

Now that the weather demands overcoats again, the battle between the overcoat collar and the linen collar has recommenced. The constant rubbing of the overcoat collar against the linen collar soon puts the latter out of business as far as cleanliness and neatness is concerned. One clean collar per day hardly meets the requirements.

As you can point out to your trade, the most satisfactory way of overcoming this unpleasant condition is to wear an Arlington Cleanable Collar. One Arlington collar provides a man with as many clean collars per day as he wishes. A little water, a little soap, a little rub and an Arlington is clean again. This is a fact that should make for you many Arlington customers.

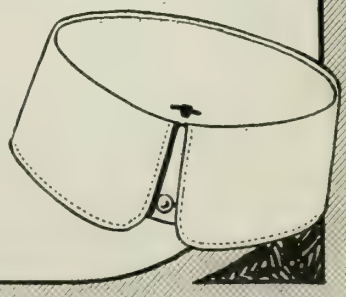
In showing Arlington Cleanable Collars always lay stress on their real linen appearance. This is a feature that instinctively appeals to a man, and one that invariably decides him to buy.

Arlington Collars come in several grades at several prices.



Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg



The Arlington Company of Canada, Limited
56 Fraser Avenue - TORONTO



On Record as the Best

If you value the workingman's trade of Canada, insist on Bob Long Brands of Union Made—

GLOVES OVERALLS SHIRTS

Labor demands the *Best.*

Salesmen are now showing complete lines for Fall Sorting and Spring delivery.

Your Wholesaler can supply you with "Bob Long" Brand goods or it will be our pleasure to supply you direct. Our salesman will call on you in due time.

R. G. LONG & COMPANY, LIMITED

TORONTO -:- CANADA



This Small Seal Means Big Sales

←this big dollar shape

with silk ribbon, easy-sliding neckband

$7.50

IN XMAS BOXES

Switzerland's Latest Novelties

This is one of the best values shown anywhere. *Gorgeous colorings, rich qualities,* and every tie made with the famous

"STAY-IN-SHAPE"

patented stitches on back. Neckband faced with easy-sliding silk ribbon. Printed, as photo, in silver.

This King shape is full length, folded flap back, and is 6½" wide at apron. SOME SHAPE!

Here are the "trappy" Xmas boxes they come in.

WAIT FOR THE KING SALESMEN

The King Neckwear Company

TORONTO, CANADA



Suitable Sensible XMAS GIFTS Harmonizing with the Now So Prevalent. Text Thrift

HANDKERCHIEFS

What can be more USEFUL? What can be more ACCEPTABLE?
OUR SELECTION for the approaching FESTIVE SEASON WAS NEVER MORE COMPLETE OR ATTRACTIVE.

Write to our Letter Department for our detail handkerchief list for Christmas.

To give an idea of the large assortment and immense stock we carry we specify the highest and the lowest prices in each line, and there are many prices in between, including the ones you want.

Children's Handkerchiefs

Picture	$ .25 to $ .45
Fancy Boxed	1.68 to 2.25 per doz. boxes
Cambric H.S.	.30 to 1.10

Men's Handkerchiefs

Turkey Red	$ .45 to $1.25	Indigo Blue	$ .45 to $1.75
Bandanna	.85 to 1.25	Khaki Excelda	1.25
Printed Hdks.	.90 to 2.00	Satin Border	1.25 to 2.25
Tape Border	.30 to 3.25	Cambric H.S.	.55 to 1.80
Plain Linen H.S.	2.00 to 4.50	Initial Linen H.S.	3.00
Mourning G.H.S.	.85 to 2.75	Boxed Hdkfs.	4.50 to 13.50
White Silk	2.25 to 9.00	Khaki Silk	2.40 to 9.00
Black Silk	4.50 to 9.00	Silk Initial	2.25 or 4.50

White and Coloured Excelda ... $1.20

Ladies' Handkerchiefs

Cambric H.S.	$ .30 to $1.10	Embroid. Edge, White	$1.35 to $4.50
Linen H.S.	1.25 to 4.50	Embroidery Corner	1.25 to 6.25
Mourning G.H.S.	.55 to 4.50	Lace Edge	.45 to 6.75
Initial Linen H.S.	2.25	Fancy Boxed	2.65 to 15.00
Cambric Initial H.S.	.85	Ladies' Excelda	.65 to 1.25
Fancy Silk, White	2.10 & 2.25	Coloured Embroidery	.85 to 2.25

Coloured Embroidery Edge $2.25

Fancy boxed Handkerchiefs noted above have been specially selected for suitable presents for Xmas and Holiday season. See the three numbers illustrated in next issue of our monthly Calendar. "Lucky Charm," "Our Oversea Hero's."

The W. R. BROCK COMPANY (Limited)

Warehouse—South West Corner Bay and Wellington Streets

TORONTO

WAX FIGURES, WOVEN LABELS, HOSIERY

Some of the Inquiries Answered by Dry Goods Review During the Month—Manufacturers Asked to Supplement These Lists.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of September.

CLEANING WAX FIGURES

Galt, Ont.—Can you give us any information as to the best way to clean wax figures?

Answer—On enquiry among dealers it was found that this work could only be done by removing the paint and having an expert repaint the figure. Slight soil may be removed with care, with a damp rag and some soap. As a preventative for soil, keeping figures dusted often with a soft brush is recommended.

HOSIERY, ETC.

St. Lambert, Que.—Will you kindly let me know the address of Gordon Dye Hosiery Co., and Holeproof Hosiery.

Answer—"Gordon" Hosiery is supplied to the trade by Brown, Durell & Co., New York.

"Holeproof" Hosiery is manufactured by two firms in Canada—the Holeproof Hosiery Co., London, Ont., and Chipman-Holton Co., Hamilton.

READY-TO-WEAR LABELS

Brandon—Can you tell us where to get embroidered silk labels for use in our ready-to-wear department?

Answer—Canada Label & Webbing Co., 9 Morrow Ave., Toronto.

TAILORS' TRIMMINGS AND SUPPLIES

Calgary, Alta.—I am going into the Tailors' Trimmings and Supplies business. Could you give me the address of some firm in your city that supply these lines to the jobbing trade.

Answer—The following were among the names submitted: S. J. McGovern & Co.; A. Weyerstall & Co.; Will P. White; Manufacturers' Supply Co., and Wrinch, McLaren Co.

ELECTRIC FIXTURES

St. Catharines, Ont.—Please let us know by return mail the leading manufacturers in Toronto for electric fixtures for a house?

Answer—The names submitted were: Bennet & Wright Co., Toronto; Galt Electric and Gas Fixtures Co., Galt; McDonald & Wilson Co., Toronto; The Robert Mitchell Co., Montreal, P.Q.; Standard Bronze Co., Toronto; Wentworth Brass Co., Toronto.

What Firms Make Up Special Order Suits and Coats?

Several Places—I will be greatly obliged if you could tell me the names of firms who are making ladies' suits and coats to order, and can supply samples of cloth; also Fashion Books.

Several names were sent in answer to this inquiry, but Dry Goods Review *believes there are a number who may be open for made-to-order business, and would appreciate hearing from such.*

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Paris Dinner Gown

Of black satin; decollete forming a point in front and exposing the shoulders. On front of bodice and draped skirt is handsome silk embroidery.



Sent by Drecoll, Paris, to DRY GOODS REVIEW.



Dry Goods Review

VOL. XXIX. TORONTO, OCTOBER, 1917 No. 10

A MONUMENT TO SUCCESS

A Store Building to be Proud of—Four Stories and Basement For Merchandising—Special Features Introduced by the Management—Sane Credit as Well as Cash Business Done.

IT must be a source of pride to any man who has spent his lifetime in a community to be able by his industry and ability to leave as a monument to his success, a building such as the one erected recently by the E. B. Crompton Co., Brantford, of which E. B. Crompton is president.

The building, which was opened for business about two years ago, is a four-storey structure, with basement, facing both Colborne and Queen Streets, and having entrances from both. The immense amount of window space available is noticed in the accompanying illustration, also the porticoes overhanging both entrances and protecting carriage and automobile customers from the elements.

Whole Flat Devoted to Toys at Christmas

The upper flat has been devoted up to the present time to the display of verandah furniture, grass rugs, etc., except during the last three months of the year, when it is turned into a toy-land. Last Christmas a Santa Claus demonstration brought out such crowds of children and their parents that fear was felt that some would be hurt in the crush around the staircases and elevators.

On this floor there are also the dressmaking parlors, and reserve stock and work rooms where repairs to wax figures or other fixtures are carried out.

The third floor is devoted to carpets, rugs and linoleums, and ladies' and gent.'s grill rooms. In the rug department it was noticed that the method of showing rugs adopted was that of the floor racks, the management of the department favoring these strongly. He states that people wish to see these goods displayed where they are to be used on the floor, and the hanging rack cannot give them the proper effect. In his experience, where the hanging rack is used, the customer very often asks to have the rug laid upon the floor in order that she may make her final decision. Other features of this department are the special rooms where curtains are displayed, and where by adjustment of hangings the proper color effects desired may be very easily effected.



THE OUTSIDE VIEW

Impressive appearance of Crompton building. Note large amount of window display. Entrances on both streets. Entire building devoted to merchandising.

Special Display Fixtures for Curtains

Special display fixtures for curtains that have been adopted are in the nature of a four-sided frame, each side representing a window, draped in an approved method, and each featuring some special line of drapery material. The good effect gained is heightened by the use of cushions carelessly thrown into the centre of the fixture, a study being made that the color effects are not jarring to the aesthetic sense.

Two Separate Lunch Rooms

The front part of this flat is taken up with the grill rooms, of which there are two, the kitchen being between. The two rooms are styled respectively: Ladies' Tea Room and Gentlemen's Grill Room, the distinction being that smoking is allowed in one and not in the other. These bright, attractive lunch rooms are a big drawing card for the store, and are incidentally a paying proposition. The staff all take particular pride in this feature of their establishment.

The second floor is the Mecca of the Brantford ladies, as it is here that millinery and ready-to-wear are displayed in a tempting array. The extreme rear of the flat is taken up on one side by the millinery workrooms; on the other by the manicuring parlors. It is seldom that this latter department is attempted outside of the larger cities, but Mr. Reddit, the merchandise manager, claims that the business done is most satisfactory, and that it answers the two-fold purposes that all successful departments

should try to achieve—(1) it is a paying proposition in itself, and (2) is a drawing card that brings customers inside the store's influence, who might not otherwise have been reached.

On this floor there is also the needlework department, a large space being given over to this line and a varied and complete stock carried.

Graduate for Corset Department

That Crompton's have considered it necessary to have the head of their corset department—which, by the way, is also located on the second floor—thoroughly and specially trained for her work serves to show the importance placed therein. This young lady, Miss Edna Hawley, holds a diploma, awarded by the Nemo Hygiene Fashion Institute, which states that she is thoroughly grounded in the anatomy and hygiene of corsetry. This is featured strongly in the firm's advertisements, and particular women, who find their corset-fitting a problem, are glad to know that the young lady who will take them in charge is more than a mere check writing salesgirl. Special fitting rooms are also used in conjunction with this department, and the extreme attention paid shows that this is becoming more and more a line to which every merchant should give thought and decide for himself if he is selling all the corsets possible in his vicinity.

The remainder of this second flat is devoted to the millinery and ready-to-wear display rooms, with the exception of the extreme front end, where a fine rest room is provided for lady customers. Free stationery is furnished, and it is a bright comfortable spot, overlooking Brantford's main business thoroughfare, where the tired shopper can rest or await appointments with pleasure.

The mezzanine floor is devoted to the offices, the general office being on the right, and the private offices of the president and vice-president being on the left. High overhead, above the landing, is situated the cash desk, served by electric cash carriers from all sections of the store.



A VIEW OF MAIN FLOOR.

General view of main floor showing jewelry and leather goods department.

The fixtures, desks, etc., on this balcony floor are all in mahogany finish, as distinguished from the balance of the store, where fumed finished quartered oak is used.

Special Attention Paid to Toilet Goods

At the main entrance, one of the most noticeable features is the prominence given the toilet accessories department. Every possible aid to beauty is shown, and cases and shelving present a tempting display. Hardened, indeed, is the woman who can pass the spread of temptations without falling a victim and at least buying a bottle of toilet lotion or a tin of high-grade talcum powder. It is the opinion of this firm that many of the dry goods stores throughout the country are missing a golden opportunity in not featuring this class of merchandise more prominently. The possible volume of business is large, and the average percentage of profit is unusually good. It is a line that lends itself readily to attractive display and possesses powers of unusual seduction for nearly every woman, young or old. In many towns this business is being allowed to go entirely into the hands of the druggists, while from the very nature of it, it is peculiarly adaptable to the dry goods store. Another line that Crompton's feature strongly is stationery, occupying secondary position to the toilet goods on the right hand side of the store.

In the centre of the floor are three circles—of which the main one, in the middle, is occupied by the jewelry department. A central display fixture, in conjunction with the regular counter cases, makes a large amount of display room available, and full advantage is taken of this.

The right hand circle is devoted to leather goods, ribbons and veilings. A special case, which can be seen in detail in one of the illustrations on this page facilitates the display and sale of ribbons, and is a fixture that the firm feel soon paid for itself.

Neckwear Prominently Featured

The left circle is devoted to trimmings and neckwear. This last line is always featured strongly, and the front case is kept attractively dressed with a full display of leading numbers. The principle of "no exchanges or returns allowed" is strictly adhered to in this department, a show card bearing this information being always prominently displayed where purchasers can hardly fail to see it. Very little trouble is experienced in enforcing this rule, and the necessity of its strict observance is known to everyone in the



AN ATTRACTIVE RIBBON CASE.

Type of show case used by the E. B. Crompton Store, Brantford, for their ribbon department.

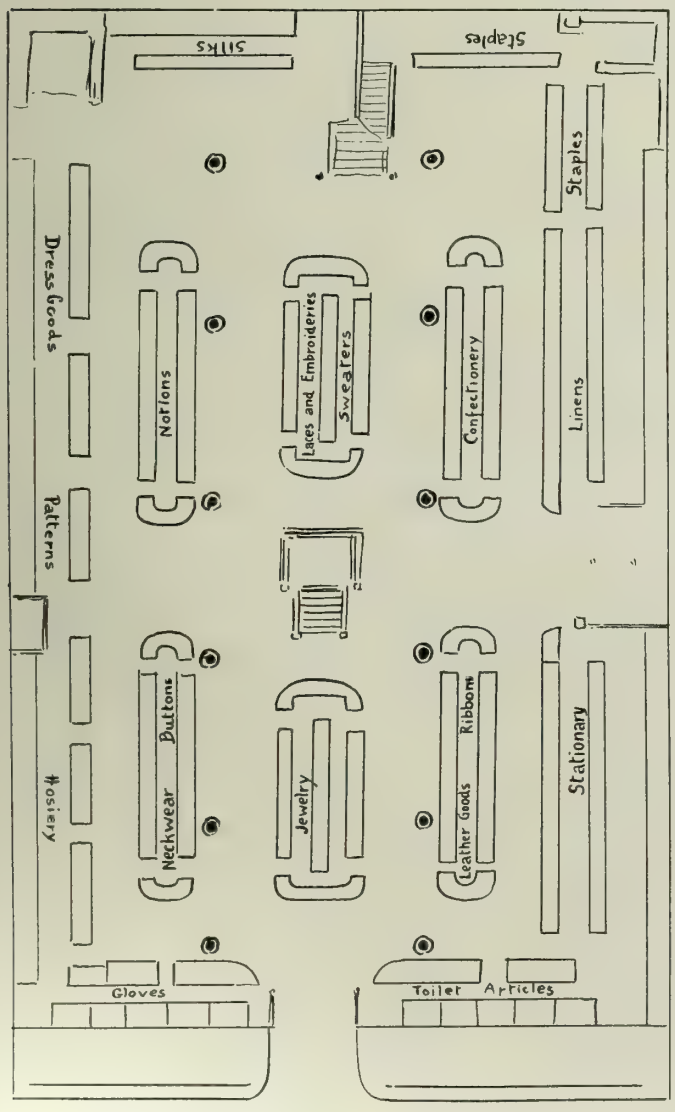


ONE OF THE SPECIAL FEATURES.

On the left is the ladies' tea room, with soda fountain at the entrance. On the right is the gents' grill room, where smoking is allowed.

business, if this department is going to be able to make a profitable showing.

The left hand front is devoted to gloves and hosiery as far as the passenger elevator. To the rear of this again are the pattern and dress goods departments, while the left rear is devoted to silks.



GROUND FLOOR PLAN

Location of departments as described in accompanying reading matter, shown here.

The rear of the store, to the right of the stairs, is occupied by the staple department, special attention being given to the display of linens.

Across the aisle from the linens is a department but recently introduced, that of confectionery. A handsome all-glass case, particularly adapted for this line of goods, displays the candies in a manner calculated to be irresistible to anyone with a sweet tooth, and that includes nearly everybody. The management speak favorably of their new venture.

At the rear, in the store centre, the original plan called for a soda fountain. This was, however, afterwards removed to the ladies' tea room on the third floor, and the space devoted to sweaters, knit goods and embroideries.

Proceeding to the basement, it is noticed that there is a checking room on the stair landing, where parcels and grips may be checked free of charge. The rear end of the basement is occupied by the stock rooms and delivery department.

In the basement proper there is a large grocery department, and the balance of the space is occupied by glass and chinaware, granitewear and similar lines.

Small rooms down one side are used for effective display of cut glass and the higher grades of china, and there seems to be no detail lacking to help sales.

Illustrations Best Tell the Story

This description of this handsome store can be best understood by a study of the illustrations that accompany the reading matter, as mere words fail to express the high grade, nifty appearance that is carried out in all details throughout the entire establishment. The abundant use of plate glass, combined with quartered cut oak, in fumed finish, gives a "jewelry" appearance impossible to achieve otherwise.

The officers of the company are—E. B. Crompton, president; C. F. Ramsay, vice-president, and F. R. Reddit, merchandise manager. The president, Mr. Crompton, has made innumerable trips across the Atlantic, often going three times in a year, to look after the buying; but he now acts more in an advisory capacity, the management of the business being left with the younger men.

Asked as to the principles that had led to the success that had culminated in the building now occupied, Mr. Crompton said close buying, coupled with determination to see to it that the customer always had a square deal, were the only outstanding features of his policy. Carrying stocks of good assortment was equally essential, and following this policy had helped to keep the people of Brantford from patronizing the mail order houses to the extent observed in many other centres.

Cash and Credit Business Done

The firm does a credit as well as a cash business, great care, of course, being taken that the accounts opened are satisfactory ones.



Letter from our Paris Correspondent



THE War, in changing the mode of life of the French woman, has had its influence on the present fashion.

Effectively, women have all, more or less, been obliged to superintend their husbands' or brothers' business, or, in other cases, have taken the posts formerly occupied by the present soldiers.

Therefore, having to do all sorts of work, they have looked for practical and comfortable garments. These are quite elegant, though, for under any dress, the Parisian lady remains graceful, thanks to the clever fingers of her dressmaker.

The materials for tailored costumes are wholesome (as you will see by the enclosed samples). Besides serge, Gabardine which is now a staple article, also covercoat, we have a few new ones, which are, more or less, all derived from Jersey.

Tricotine—In wool or silk, remarkably suitable for tailored costumes. It looks very nice in the shades as per enclosed samples, regimental blue, beige, terra cotta.

Jerseydra will make very fine costumes, a nice trimming for which will be found in

Drapella—although the latter may be used alone as a reversible cloth, one side being soft like velours de laine.

Mazeppa—Will also be found very handy for a dressy tailored costume. A simpler and less expensive material would be "Cote de Cheval" which is also fashionable this year. All these corduroy-like, and ribbed materials will be much worn this Winter.

For Chemise dresses, we shall have lighter stuffs such as:—

Serge Foulard which is somewhat like Tricotine, but more supple and thinner too.

Railinette—Already fashionable last Summer; similar to wool poplin.

Djersamella—Which is a kind of Jersey woven in different shades. The effect is original and pretty.

Satalga—Is a very fine material indeed suitable for every shape, and purpose especially for dressy garments. It requires no ornament or hardly any, with its glistening surface.

Velvet is very fashionable, whether plain or printed. When in one shade only, it will be very supple (Velours Mousseline) and will be used in connection with Satin.

The various striped, checked and fancy wear or printed velvet samples herewith will show you that there is no lack of imagination in the creating minds of the French manufacturers. I have also seen some Velvet printed with dots or tiny flowers, but I considered it less effective than the above designs.

As far as shades are concerned, on the whole, they seem to be brighter (perhaps because the dawn of happier days is not quite so far off, as last year?)

Therefore, besides the black and white, grey, purple, we shall see some less serious shades, such as showy blue, and deep red. The latter is no longer called "Bordeaux," but "Pinard" this being the name with which our soldiers have christened all wine, wherever it comes from! In the light shades, we shall still have "beige," banana, etc.

For children, rust like tints will be used together with light showy blue. Both shades agree very well together.

We shall also have every kind of Scotch plaids, all renewed and most varied in shades and dispositions.

The line remains very simple, in spite of all the efforts made by the Couturiers to change it: many shapes are shown, but there is nothing really new: it is always the Robe chemise or the slightly peg top skirt. All are narrower at the bottom than last year. In some instances, we have a few (very few, though) "godets" especially in the jacket which is then half fitting at the waist. Skirts are not very long. The jackets are either half length, or full length, some reach even the bottom of the skirt. We have also some of irregular length. Some long jackets are slit on the sides, from the waist down to the bottom, and the back panel is cut round at the corner.

Simple tailored costumes for everyday's wear are buttoned closely up to the neck, and the collars are derived from the comforters which we had this Summer. They will be made in the same material as the costume, edged with fur, and the bands hanging down the front or back. The lining is often in checked material or Scotch plaid.

When the jacket has a real collar, it is a big one, fitting to the neck and high. The inside is lined with fur, and the jacket adorned with bands of the same fur, as well as the cuffs.

The more dressy tailored costumes will be more open and largely trimmed with fur. We shall see some everywhere and particularly on waistcoats which will make up for the front of the jacket not being closed.

In some cases, that waistcoat will be made of leather, which will be very original, especially if the hat, boots and gloves match it.

Of course, all the trimmings of the whole costume should be in leather. I have seen one waistcoat on the top of a jacket. It was buttoned in the middle by means of a great many tiny buttons, and crossed by a narrow straight belt.

When the buttons are small, or measure at the utmost half an inch in diameter, they are numerous, the jackets and coats being then buttoned from top to bottom. In many instances, however, the buttons are much bigger, and then only two or four (by groups of two) are used.

We have also some buckles for fastenings. All are in "galalithe."

If the long jacket is adopted, we may see not so many coats. The latter, however, are still very fashionable at present.

Besides the capes I spoke about last month, we have some long coats that are the reproduction of gentlemen's overcoats, as straight, and provided with big pockets. To render these more "ladylike" I should say, they are finished in points. The trimmings are big bands of fur at the bottom, at the collar which is huge, and at the cuffs. "Martingales" of fur look nice too. Such coats are very

(Continued on page 24.)

SUMMARY

Grace and comfort still demanded by Parisiennes.

New developments from jersey are favorites for tailored costumes. Corded fabrics liked.

Lighter stuffs for dresses in new weaves.

Beautiful printed and fancy weave chiffon velvets are fashionable.

Cheer and hope expressed in brighter colors such as Cornflower Blue, Carmine, Banana, Drab, Terra Cotta, Beige, Gold, Grey.

"Pinard" the new name for Bordeaux.

Scotch plaids extend to linings.

Suit coats very long; skirts narrow; robe chemise and slightly peg-top skirt remain. Panel effects and fur trimming strong.

Waistcoats a feature; are trimmed with fur or made of leather to match hat, boots and gloves

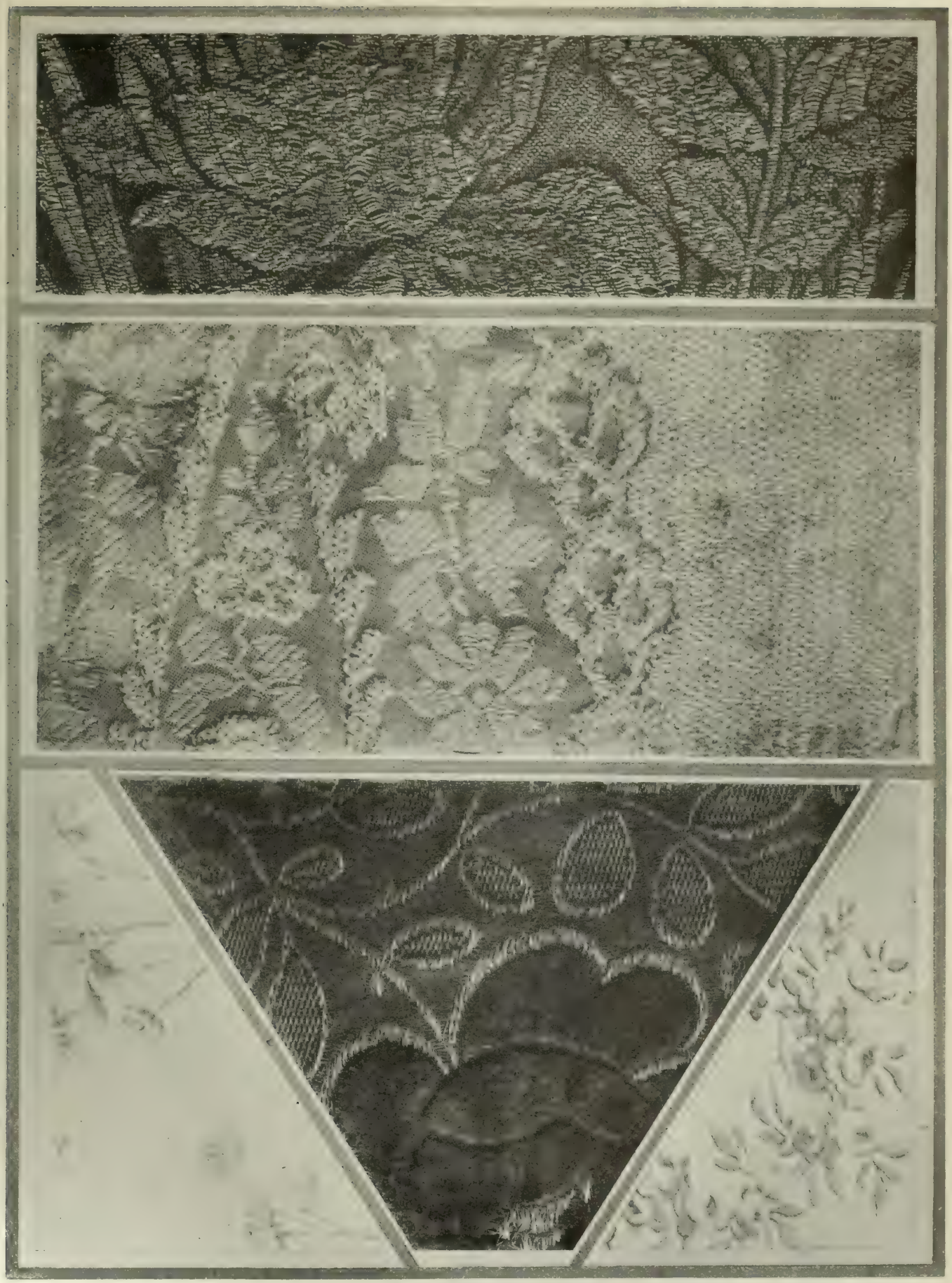
Many small buttons used.

Mannish top coats shown; cape effects noticeable.

Morocco designs in embroidery new.

Long gloves worn with loose sleeves, browns favored most.

Many varieties of colored bead necklaces worn.



GORGEOUS FABRICS FROM PARIS

Top: Gold and silver on black satin. Middle: Gold colored velours frappe with Persian motif. Bottom centre: Geranium satin brocade with gold. Left corner: Delicate silk voile in mauve and blue, white ground. Right corner: Same material in rose and peach.

MARKET REPORTS

THE MARKETS AT A GLANCE

THE erratic action of the raw cotton market was the textile feature of the month. The sharp decline towards the latter part of August and the first week in September led some extremists on the bear side to prophesy a 15c cotton. Recent equally sharp rallies, however, have carried the price back to within a few cents of the top figure and at time of going to press the market is very firm at about 26c for spot.

Australian shipments of the wool apportioned to Canada, have arrived and, it is expected that Canadian mills will be fairly well supplied. Domestic clips are pretty well absorbed, American mills being heavy buyers. The market remains steady owing to the practical control of the world's supply by the British Government.

A sharp advance of $1.00 per gross in cotton threads occurred at the end of August, bringing the price to the retail trade to the high figure of $8.40. A spool of 150 yards is now being supplied that may still be sold at 5c without loss. Silk threads also show advances, and where the price remains steady, the yardage is reduced.

The regular monthly advance is recorded in linoleums and oilcloths. This being 2c per sq. yard on linoleums and 1c on oilcloth, with the same increase added for Spring.

Linens are reported as gradually becoming impossible to secure for domestic purposes. The British Government has practically monopolized both the entire Irish crop of flax and the linen looms, for the manufacture of aeroplane cloth. One large mill reports that they are now working up what they expect to be their last supply of linen yarn.

The one weak spot in the market appears to be leather. Domestic hides are coming forward freely and one dealer reports a drop of between 5c and 6c per lb. in the last few months.

COTTONS FIRM

Fluctuations of Raw Cotton Market—Manufactured Articles Not Affected—All Lines Firmly Held—Deliveries Much in Arrears

COTTONS.—During the past month the sensation of the cotton goods business has been the high dive of raw cotton prices and their equally rapid recovery. Spot cotton commenced to decline on August 6 and dropped from the high level of 27.8 to 19.7 by the first week in September. A general weakening effect was at first felt in all cotton goods and orders were in some cases held up pending the expected reconstruction of mill price lists. However spinners who went into the market to buy cotton at the 20c figure, found though nominally quoted so, there was practically none offered. The Southern States were holding back supplies, confident that the decline in price was only a bear movement that the state of the market, coupled with the large demand, did not warrant. Their opinion was apparently justified by cotton commencing to rapidly climb again and on September 25 it stood at 25.35.

Meanwhile Canadian mills had paid no attention to the fluctuations of the market and prices as issued to the trade in August, for Spring selling still hold good.

Prices Still Below Raw Cotton Basis

One manufacturer pointed out that prices on manufactured goods, while high, were a long way from a 27c cotton basis. He is of the opinion that 30c cotton is a probability of the near future and in such an event, piece goods are due for another sharp advance. He is emphatic in stating that there is absolutely no prospect of a decline in prices, but almost a certainty, instead of another sharp advance. He adds that manipulators for their own personal gain may send the price of cotton fluctuating sometimes up, sometimes down, but the fact remains that the mill he represents is not able to procure all its requirements and with the United States Government placing enormous orders, he anticipates a serious shortage.

Comparative Staple Prices

Last month prices on prints and ginghams were quoted. It might also be interesting to compare prices asked for staple cottons with those of a year ago. The lists of one large mill, giving 1916 and 1917 prices, show the following figures. One line of each class of goods is selected and the average advance can be easily estimated.

	1916	1917
Bleached shirting	6½	10½
Grey sheetings	24½	38½
Hemmed sheets	17¾	26⅝
Pillow cotton	19¾	30¼

Wholesalers report that retailers are placing freely on lines of wash goods that are now in traveller's hands. Canadian print samples have not yet been delivered by the mills and the lack of this line is felt. Ginghams are having good demand.

Fall cottons, such as flannellettes, are still far behind on deliveries, and one large house expects to be unable to fill flannellette orders completely before the new year if then. Like the mill men, none of the jobbers are figuring on anything but a very firm market with increased prices most likely to develop.

New York reports that the firming of the raw cotton market has apparently caused the retailers to realize that there are no lower prices in sight and business done has been considerably heavier during the latter part of November.

American percale prices have not yet been made, each manufacturer appearing to be waiting for the other to take the initiative.

WOOL ARRIVING

Allotments of Australian Wool Now in Toronto—Canadian Clip Pretty Well Disposed of—Mills Believed to be Fairly Well Supplied—Government Taking Action to Preserve Female Lambs

WOOL.—There has been very little change in the wool situation in the past month. No further sales have been held at the Dominion wool warehouse al-

though about 200,000 lbs. from Saskatchewan are now being stored there and will be offered for sale in the near future.

Australian shipments are coming to hand on account of the amount allotted to this country by the British Government and at present several shipments are in the hands of the Toronto Wool Scouring Co. The opinion seems to be that Canadian mills will have their wants fairly well supplied and this in face of the fact that a very large portion of the domestic wool clip was taken up by American buyers.

An item of note in connection with the wool industry is the step taken by the Dominion Government to save all female lambs from the slaughter house, if they are of a species suitable for wool producing. The serious world-wide wool shortage is making it evident that some systematic methods will have to be adopted to increase the supply and that is only possible by increasing the flocks. These female lambs will be sent to sections where feed is plentiful and every effort will be put forth to increase as rapidly as possible the wool supply in this country. While sheep, of wool-producing varieties, have been of recent years slightly on the increase in Canada, the world shortage is becoming acute and the Dominion Government is doubtless acting, in this connection, in concert with the Imperial authorities and our allies. Dealers report the domestic clip as being practically disposed of, there being almost no wool offered.

The uncertainty in this branch of the trade is the extent to which the United States Government has placed orders with Canadian knitting mills. That some large orders have been placed is known and it is believed that more are pending but accurate information as to the probable extent of these seems unprocurable at the present time.

RAW SILK EASIER

Weakness Noted Latter Part of August —Seems to Have Run Its Limit— Manufactured Goods Firmly Held —Silks Approach Cloth Values

SILK.—The past five weeks saw a decided sag in raw silk prices from the high levels touched at the first of August. This movement however, appears to have been checked, owing to heavy buying on the New York market during the last week of September. Canadian dealers are mostly of the opinion that this weakness is only temporary and that the heavy demand that is bound to continue owing to the difficulty of procuring other suitable dress goods materials will eventually cause higher prices.

Prices on manufactured goods continue to stiffen, and it is pointed out that they were never based on top raw silk prices. And that all manufacturing costs are also on the increase.

Silk houses are looking for large Spring business and do not see how any other condition is possible in the face of the dress goods shortage. While silks have advanced very sharply they are still below good quality woolen materials and the woman who has to pay a high price, in spite of herself, will often prefer to put the money into the dressier silk.

Swiss and other European silks are coming forward in such negligible quantities as to really be scarcely a factor in the market here. This condition is of course, caused by the practical stoppage of raw silk supplies from Italy.

THREADS ADVANCE

Smaller Spools Being Manufactured— Advance Equal to $1.00 per Gross— Silk Threads Cut Down in Length

THREADS.—On August 20 the price of best grade cotton thread was advanced $1.00 a gross and the price to the trade now stands at $8.40 per gross or practically 6c a spool. To partially offset this the thread mills are now putting up a spool of 150 yards which goes to the trade at $6.36 a gross, and which consequently can be sold at 5c without actual loss. The market is still firm and wholesalers would not be surprised if further advances were recorded in the near future.

Silk threads have also shown advances, a recent price list issued on September 20 recording a number of these. Sewing silk which is still going to the trade at 45c a dozen is now only in 40 yd. lengths.

Linen threads have been sharply advanced since the evacuation of Riga as that section of Russia was a source of a large quantity of raw materials.

LINENS IN SHORT SUPPLY

Not a Question of Price Any Longer— Linens for Domestic Use Soon Unprocurable—Looms Being Largely Used for Aeroplane Work

LINENS.—According to letters received by manufacturer's agents from Belfast linen concerns, the linen situation will soon be no longer concerned with prices, but instead linen for domestic uses will cease to be procurable and cotton will have to take its place.

One of these letters sent from the office of one of the best known linen mills in Belfast, is worth quoting as it thoroughly explains the situation.

"There have been strong developments with regard to flax during the last fortnight, the government having issued stringent orders and regulations which will restrict the general trade in linens to a very great extent and in several instances have stopped production altogether.

"The whole Irish crop is required for aeroplane cloth, and thread. The demand for the former is tremendous and every plain linen loom that we have has to be put on this work. This means that when we have sold out our plain linens and stock in process that will be the end of these.

"We have also now got what is probably the last delivery of yarn for our damasks, regardless of the price.

"Owing to the situation in Russia and the fact that the whole Irish crop is required for aeroplane cloth and thread, it looks as though the general trade would come to an end, in the event of the war continuing into next year, as it seems certain will happen. We ourselves are largely engaged in aeroplane cloth, and expect to have a number of our looms put on to other material for war equipment in about a week's time.

YARNS GOING UP

Present Jobbers Prices Below Those of Mill—American Buyers in the Market

YARNS.—All grades of wool yarns are due for another advance of from 27½ to 30% according to recent prices asked by the mills. Practically all jobbers are selling these goods below prices that they would have to pay to replace them. A feature of this market, is the attempt on the part of United States' wholesalers to buy yarns from Canadian jobbers and even in some cases from the retailers.

LINOLEUMS AGAIN

Further Advance on September 20— Still Further Advance for Spring— Table Oils Also Show Increase

LINOLEUMS.—After withdrawing all prices a couple of weeks ago the Dominion Oilcloth Co. issued a revised price list on September 20. This showed still further advances in all their products.

Linoleums are advanced 6c. per sq. yard for immediate, with an additional advance of 2c for Spring placing. This brings "E" quality linoleum to cost the trade 60c in 8/4 width and 68c in 16/4 width for immediate with the addition of still 2c for Spring placing.

Oilcloths show advances of 1c and now stand at 41c sq. yd. for 4/4 widths and 42c sq. yd. for 8/4 widths. There is also an additional advance in these for Spring of 1c per yard.

Table oils are advanced also, the increase being roughly 30c a roll. There have been almost monthly advances on these lines lately and no one ventures to say when the end will be. With present prices and scarcity of both linseed oil and jute these increases would seem well justified.

RUGS STATIONARY

Travellers Now Out With Spring Line— Business Ahead of Expectations— Prices Very Firm

RUGS.—Since the advances recorded last month, prices on rugs and carpets have remained stationary. Travellers are now on the road with their Spring lines and wholesalers profess to be agreeably surprised with the business being done in spite of the high prices.

GRAPPLING WITH THE PATTERN PROBLEM

Kitchener Firm Solves One Feature of Troublesome Department—Special Room Provided With Chairs and Tables—Let Customers Select Their Patterns at Their Leisure—No Busy Clerk Held From Other Duties.

DURING the discussion that has been running for several issues of DRY GOODS REVIEW, on the good and bad features of the pattern department, it was noted that the chief objection to this line from many of the smaller stores, was the amount of clerk's time that was taken up while customers leafed over fashion books, trying to make a decision as to the styles they wanted. Where the business done in this line was not large enough to warrant the retaining of a girl behind the pattern counter, this feature was, of course, still more aggravated.

Wesoloh-Goudie Limited of Kitchener, Ont., feel that they have largely solved this one particular drawback to the department in question.

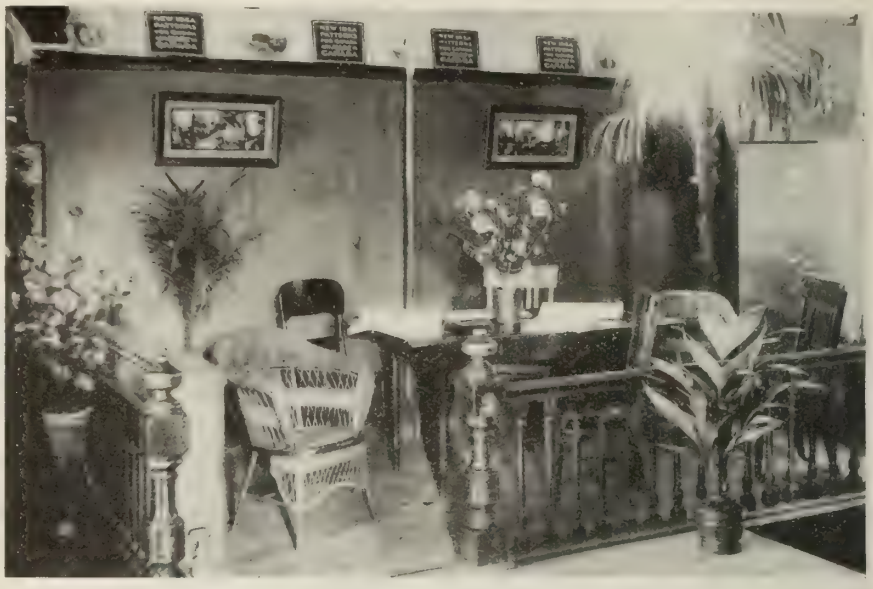
They have arranged a small rest room, just where the floor rises about four steps from the level of the main store, where tables and chairs are arranged for their lady customers.

Rest Room Utilized for Special Purpose

The rest room idea is, of course, not new, but Mr. Goudie decided that this one would serve a two-fold purpose, and he therefore, had all pattern books placed here and women wishing to make a choice are invited to go, sit themselves down and make their choice at their leisure. That the women themselves are only too pleased with this idea, would seem to be confirmed by the popularity of this department. The idea of not having to hurry, nor even to feel that they are causing the girl behind the counter to become impatient, pleases the majority of them, and having selected the pattern they want, in their own way and in their own time, and incidentally having had a nice rest, they are in good humor to go out and do their purchasing of material, trimmings, etc.

The idea of this room being a pattern room as well as a rest room is still further carried out by the use of hangers, cards, etc., supplied by the pattern companies, for decoration around the walls, and there are no magazines, newspapers or stationery left on the tables, with the exception of the publications of the company, whose patterns this firm features.

That this idea might be carried out very successfully by many seems certain, and it is hard to see where there could be an objectionable feature to it. Very few women, in these days, need be told much about a pattern, and they usually prefer to pick their patterns and styles without interference on the part of the salesperson. On the other hand, if they are sitting at the counter, making their selection, and the saleslady walks away and leaves them alone, there are some sensitive ones who would feel that they were being slighted. That there could be no room for any such sentiment if the plan described here, were used, seems evident, and on the contrary, to be shown to a comfortable seat, where she and her friends could wrangle over the fashions for half an hour, would seem to be the very best possible means to put the average woman in the best of humor.



SPECIAL ROOM FOR PATTERNS.

Showing how small rest room is utilized for pattern customers.

In the instance related here, the dress goods and silk departments are right at hand, when milady has made her pattern selection, and it is always attempted to get her interested in some special line before allowing her to leave this section of the store.

This method materially reduces the expense of conducting the pattern department, and obviates one reason why that corner of the store so often proves a losing game.

LETTER FROM OUR PARIS CORRESPONDENT

(Continued from page 20.)

comfortable. They have big round pleats, and, in some instances, the cape idea is connected with the overcoat, the back having two loose panels lined with showy Gingham cloth, which form a "revers" all along each side of the panel. The collar and cuffs are also turned up.

When leather or fur are not used for trimmings, we have big St. Louis stitching in Algerian silk or wool. Also thick embroidery and braid motifs of big size on the jackets. The newest style is Morocco designs. The idea was suggested to our dressmakers by the latest exhibition, in Paris, of Morocco works of art, where some very fine specimens were shown with the greatest success.

As many coat sleeves will be wide open at the wrist, we shall see long gloves, even with long sleeves. Some will have a wristband and some fur, for ladies whose wrists are particularly delicate, and who do not like the cold feeling of the wind entering the pagoda sleeve. Not many white gloves; many are brown, light or dark.

The lingerie in light shades, and also in printed fabrics is very much in favor still, quite simple, with very little trimming, for the commodity of washing, but what there is, is beautiful; fine lace, and finer embroidery or openwork is the "note."

We have some blouses with a kind of collar. At least, the neckline is less wide open. The ladies who stick to the V-opening have it larger and deeper than this Summer, and in this case, the nakedness of the throat is veiled by one of those bead necklaces described in my last article. These are very fashionable, and have many various shapes, some being very ornamental indeed. With colored beads it is very easy to make something pretty, for everyone's taste can be fully displayed and, same as with tapestry, the shape and prettiness are obtained by the number of stitches and the proper mixture of colors.

H. Lafleur

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, OCTOBER, 1917 No. 10

"SANE" CREDIT vs. CASH

THERE have been so many arguments of apparent indisputability brought out during recent years, in favor of a strictly cash business, that it is rather surprising to find a store, of the size, and with the successful record, of the E. B. Crompton Co., Brantford, favoring a sane credit business. Coming on the top of this, a credit manager of one of the largest New York stores in a recent statement to the press, goes on to say, that the retail stores of New York City would lose an annual business of at least $30,000,000, if retail credit were abolished and adds "credit can be curtailed and controlled but can never be eliminated."

With the opinions of two such authorities before us, it is evident that care should be taken to not confuse the abuse of credit giving with the practice itself. The great trouble lies in the fact that most merchants, having once opened a customer's ledger, seem anxious to have it filled with accounts regardless of the reliability and responsibility of the parties, with whom they are doing business. To such a course as this, there is but one end, and if the merchant checks himself in time to save his business from financial ruin he is usually so thoroughly disgusted with the word "credit" that he rushes to the other extreme and establishes a hard and fast Cash system.

There are, however, features of a credit business, conducted along sane lines, that cannot be overlooked, one of the most important of which is the stable nature of the business done. A customer with a credit account will stick more closely to the house granting that line of accommodation than the one who, spending cash, feels no particular tie or obligation that would induce him to confine his trade to one store.

It is, of course, an admitted economic fact that credit is necessary to conduct the world's business as the available cash supply, would serve to cover but a small fraction of the world's business turnover and it would seem reasonable to consider that the same condition exists to a less degree in the retail trade. More business can be done on credit, because the cash otherwise required can for the time being be utilized elsewhere and possibly turned over a couple of times, before the account has to be paid.

There are, however, sections of the country and certain communities, where the floating nature of the population makes credit-giving a hazardous procedure and any merchant who cannot keep his credit losses below 1 per cent. of his turnover, would do well to consider the possibility of establishing a strictly cash business.

ARE SPRING PRICES THROTTLING BUSINESS?

THAT the prices being asked by mills and wholesalers for many lines of Spring goods, particularly woolen fabrics, have reached such a limit that trade is going to be seriously hampered thereby, seems, from the consensus of opinion, to be inside the bounds of probability.

So far the consumer and the retailer have not felt the real advances, but the latter, buying many lines of goods at the prices asked for Spring, will be forced to ask his customers prices equal to 200% to 300% advance on pre-war figures. That the public, who up to date have been remarkably complaisant, and have paid high prices with but little objection, will eventually reach their limit and simply decide to go without rather than pay beyond a certain figure, is the opinion of a number of close students of the dry goods business.

Every retailer feels that there is this limit, and it is better to run the risk of being a little short in some lines, than to buy goods at present top prices, to only find that the public will not take them off the shelves.

To sum the situation up, it would seem that the policy advocated by DRY GOODS REVIEW, of only buying inside of certain requirements and confining placing business to lines that are unprocurable unless bought ahead, is still the one to follow. It would also seem good business for the buyers, wherever possible, to visit the market, as many lines, particularly fabrics, can be bought from present jobbers' stocks at much below Spring placing prices on similar goods.

MEN'S WEAR SECTION

NECKWEAR GOING WELL

Brisk Buying For Fall Trade—Booking Ahead For Christmas Neckwear to Make Sure of Delivery—Difficult to Get Swiss Silk.

NOW that travellers for neckwear manufacturers have been on the road for some little time their principals have had an opportunity to size up the trend of trade. Reports are most encouraging. "We are making more neckwear than we have ever made," stated one manufacturer. "In spite of the drain of over 400,000 men who have already left the country on military service our trade has grown constantly and we are selling more and higher-priced stuff than we have ever done in the history of our manufacturing career. There is no chance that conscription will hurt trade so far as we can see. An additional 100.000 men will not make any material difference if 400,000 has not done so. We look for the neckwear trade to grow steadily. One of the notable features of the business too is the fact that people are buying quality in neckwear more than they have ever done. Seventy-five per cent. of our business is for the class of goods that will sell in a retail way from 75c upward. People forget the price they pay when they get good satisfaction out of a tie. It has been necessary to get higher prices for neckwear because the price of the raw materials has been constantly advancing. But with the advance has come a corresponding improvement in quality, because the manufacturers have realized that people are buying quality more than they have ever done before. Italian silks have always been a popular silk for some of the higher-priced goods. "We have had enough faith in these goods to place an order for 30,000 yards to be delivered when possible at prices prevailing at the time of shipment," stated the manufacturer in question. "We feel that these goods will sell on their merits of quality no matter what the price of the raw materials may be."

Difficult to Get Swiss Silk

Manufacturers are finding it increasingly difficult to get Swiss silk owing to the transportation situation. They have also found it increasingly difficult to know where they are at with respect to price quotations by reason of the rapidly changing value of the Swiss franc. As a result they are turning more and more to the American market as a source of supply for raw materials. Considerable difficulty is being experienced in getting experienced help by some concerns. "We have practically had to conduct a school to train our help," stated one manufacturer. "Ten days ago we started 35 girls to work and out of that number we have only 15 left. They are moving about and do not seem to hold for any length of time to one job."



A bright new model being shown by Tooke Bros.

Larger Orders of Single Styles

The difficulties being experienced in getting supplies are causing makers to buy in large quantities—10,000 yards of a certain quality was recently bought. It was a lot for one style in the neckwear business—but a purchase which already is proving itself as sound.

Some faille bought six weeks ago for 76c is now quoted at 87½c. So prices are going continually upward. All might as well prepare to demand still higher figures for ties.

Boxes Somewhat More Plentiful

By the way the box situation has eased off somewhat. Makers seem better able to supply the boxes, and Christmas ties will again be available in these attractive individual coverings.

A Come Back

For fall the once popular Matte Swiss line is staging a come back—a highly successful come back too.

The Regimental Stripe

Prints are generally continuing to find favor—in patterns almost as bright as those of the Spring. This tendency is observed in the United States as in Canada. These regimental stripes are proving exceedingly popular. They are being shown here also for Fall and even Christmas trade, but the heavy allover patterns are more popular for the holiday business.

How About the Knitted Tie

As to knitted ties. In the States these are said to be going very well. Not so here. The business in this line is rather quiet—because, perhaps, makers have been able more profitably to put the silk thread into ladies' sweater coats, and into women's and men's hosiery. Now the call for silk sweater coats has quieted off somewhat. Will this result in the production of more knitted silk ties? It is a question; and to give a fair view of the situation another question should be asked. Are dealers inclined to shun the knitted silk tie because of its great durability—because they feel that each silk tie sold means one less purchaser of neckwear for the coming six or nine months?

What is the answer?

Any way Christmas is coming. It will be well to lay in neckwear stock early.

OVERALLS AGAIN UP

One Large Manufacturer Announced That a Further Advance of $1 Would Be Made Effective By October 1

OVERALLS.—One large manufacturer of overalls announced during the first week in September that their prices on black, blue and khaki overalls would be

increased $1 per dozen to $22 on October 1. Higher quotations to hand on denims and drills have made higher prices necessary for Spring delivery goods. Other concerns who were quoting their lines at $19 and $17.50 remained unchanged. Their booking date has been extended to March 1 and orders can be placed on that basis for delivery up to that time. Conditions in the overall business are generally quite promising, one concern having the capacity of their plant booked for the balance of the year. Market conditions quite generally in overalls can be characterized as one of firmness. There has been an easier tendency in the raw cotton market but this has not yet affected the price of manufactured materials and will in all probability not affect goods for Spring delivery. The advance scheduled by the concern in question is an indication of the trend of the cloth market.

SHIRT LINES OUT

New Spring 1918 Line Has Been Received With Favor in Preliminary Survey of Field—Featuring Higher Priced Goods

SHIRTS, COLLARS. — Manufacturers of shirts and collars started their travelers on the road with their new lines of shirts during the second and third weeks in September. The feature, as the representative of one of the large manufacturers put it, is in the disposition of the makers to focus their efforts on the higher priced shirts. "We are going to push the shirts that sell at $16.50, $18.50 and $21 per dozen," stated the representative of one concern. "This will make the popular selling line at $2.50 each in a retail way.

The feature of the new designs is their bright colorings. In this respect they are stronger than last season's patterns so far as color goes. They are what might be termed heavy sightly patterns, stripes being the dominant tone of the styles. The new lines will run 90 per cent. to soft cuffs, according to the representative of one manufacturing concern. There is a complete absence of khaki colors in the lines shown. Although there has been an advance in price it is not apparent from first observation for the range of prices remains the same as those prevailing for the past Spring and Summer lines. The advance is only apparent in the shifting to the higher grade of shirts. Where popular lines were formerly $1.50 to $2 to the consuming trade, manufacturers are featuring lines that will retail at $2.50 more strongly than ever before. Such a shift gives some indication of the way the increased prices are taken up.

HATS AND CAPS

Cheaper Lines of English Felts Had Advanced As Much As 20c—English Straw Hats Higher Owing to Scarcity of Braid

HATS AND CAPS.—Arrivals of English soft felt hats were fairly good during the past month and comprise the new lines now being shown to the trade. Travelers started on the road for wholesale hat houses about the middle of September and prices which they were authorized to quote by their principals were approximately 8 per cent. higher than recent quotations on the better grade of hats. On the cheaper lines of soft felt hats the advance has been much greater, being in the neighborhood of 20 per cent. One line of hats that was formerly sold at $36 per dozen has been advanced to $39 per dozen. Still another line that had previously sold at $28 has been advanced to $33. And so the prices run. Wool hats of English manufacture have been advanced from 35 to 50 per cent. over a year ago. One line that formerly sold for $3.60 per dozen is now quoted at $8. These were known as the knockabout hats. The last of the English samples reached the local market about the middle of the month. There has been delay in shipments, some having been on the way for eight weeks. There is every prospect that there will be greater difficulty in getting goods from Great Britain e'er Spring comes. There is even some talk of an embargo being placed on their shipment out of the country by the British Government. With the need for tonnage there has been a disposition to curtail in every way possible.

Straws for Spring Higher

English straw hats for delivery next Spring will be 10 to 20 per cent. higher than prices prevailing for the past Spring. Manufacturers in Great Britain have been restricted to importation of 50 per cent. of their former requirements on straw braid. In the face of this condition wholesalers anticipate there will be a run on panama hats this coming season, due to attractive prices that have been made. There has been a downward tendency in the price of panama hats until the low figures have reached $19 and $20 per dozen. Of course there are still the better grades which run into much more money but the cheaper grades are expected to be in big demand during the coming season.

CLOTHING STILL GOING UP

Cloth Arrivals of Lines Placed Last Year Helps Out—Overcoating Stocks Low.

WITH the starting of travelers on the road by wholesale clothing manufacturers during the first part of September higher prices quite generally were made effective on lines for delivery Spring 1918. On lines that are made from stock carried over from last year the advance in price will be approximately 5 per cent. On new suitings cloth orders for which were placed during the present year the advance will be approximately 25 to 30 per cent. Late arrivals of cloth that were due to reach the clothing manufacturers in time to make into clothing for Spring 1917 have placed the makers in a favorable position for the present booking season. Cloth that was due to arrive last fall did not reach the makers until too late for manufacture into clothing for Spring 1917. This cloth was purchased at much lower figures than that prevailing during the present year. The presence of these goods has kept the advances within the present moderate figure of 5 per cent. on the general run of lines. For specialties and new designs, however, the showings made by manufacturers at the present time will carry an advance of 25 to 30 per cent. over last spring's prices. Manufacturers have added a number of these to their samples for showing at the present time. During the past month manufacturers have been busy filling placing orders for the present fall trade. These orders were heavy and cancellations were few.

Manufacturers will be engaged in selecting their stock of overcoatings for Fall 1918 within the next three or four weeks and anticipations are rampant that prices will be much higher than heretofore. Stocks of overcoatings are getting low quite generally and manufacturers will be in the market to provide for their needs. English lines of suiting cloths are not being offered very freely, leaving the Canadian manufacturers of cloth to their own field more than at any time in the past. Dealers in cloth assert that Canadian makes are of better intrinsic value than imported cloths. The industry in Canada has made great progress in this respect since the English goods through war conditions have been restricted from the Canadian market to a great extent.

In overcoats fur collars are going to be worn, whatever may be said to the contrary, a lot are being made at the present time for use this Fall.

As far as suits are concerned the belt continues popular. Many models are being shown for Spring with belt however that will not be sold to the consumer that way. The belt is a thing which can be taken off without much difficulty. Manufacturers are showing their styles to some extent with a view of having the belt changed. It is a matter for the dealer to decide for himself.

By the way a new feature which is noted in models shown by some of the best authorities is the little coin pocket appearing just above the handkerchief pocket on the right side. This little pocket, when it was formerly in use years ago, was very popular. Then there came the pocket within the pocket, but now it seems there will be a turning back towards a separate small pocket. Certainly the models which DRY GOODS REVIEW has seen with this new feature are very smart looking.

DRESS FABRICS
AND SILKS

THE FABRIC PROBLEM

Dearth of Fabrics and Prohibitive Prices Cause Concern For Spring—Excellent Winter Season Anticipated—A Few Possible Novelties in Cottons.

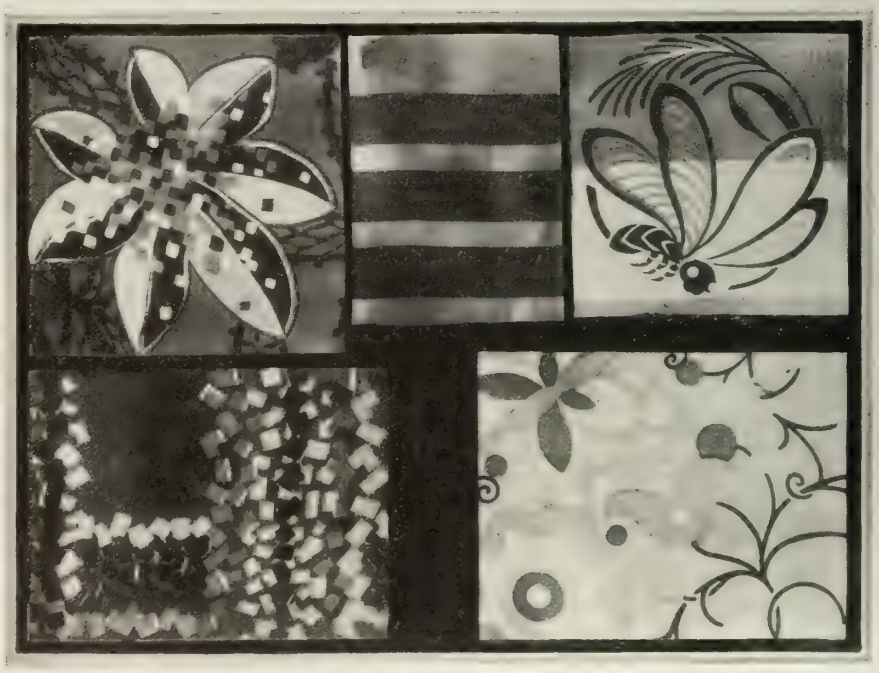
ALTHOUGH mills are extremely busy at present and are filled with orders up to next Spring, there is in the "air" a feeling as of some coming event casting its shadow before. Just what that event may be no one ventures to suggest and whether it is of a calamitous or a bounteous nature is equally uncertain, but there is nevertheless that idea abroad that something is going to happen in general trade conditions by next Spring or before and in many cases the busy mills referred to are not accepting orders for later than February or March. This condition applies to silk firms in particular but is also affecting woolen and cotton mills. Woolen mills in the United States have, of course, turned their attention to Government orders for khaki cloth as has been done in our own and other allied countries. The labor losses entailed by the draft, the uncertainty of prices for raw silk, the ever-increasing demands placed upon cotton, the shortage of shipping facilities and the abnormal prices all contribute to the unrest of our neighbors and therefore of ourselves. To these is added in Canada the new factor of the closing of munition factories which no doubt will affect the nature of Spring buying somewhat.

High Prices Cut Off Buying

There are some chronic optimists who are certain that next year is to see even greater prosperity than has been. This may turn out to be true but there are possible some counteracting influences. chief among which is the price of merchandise. At present the public is paying the prices asked by retailers which are about 200 per cent. higher than normal. For instance, a broadcloth before the war selling at $1.50 is now selling at $4.50. This fabric, if bought at mill prices to-day would have to bring $7.00 almost 400 per cent. above normal and it is just questionable whether demand is urgent enough to support that figure. The majority of wholesalers think it is not and therefore they are not buying at present quotations. One of the best known Canadian authorities on textiles stated to DRY GOODS REVIEW that the situation has become decidedly acute—so acute that wholesalers find that they simply cannot buy. There is no limit to the prices asked, but there is a limit to what people will pay and it has been reached in many cases. As another instance this wholesaler has received samples of cotton gabardine which he would not have carried before the war at all, but for which 15 cents a yard was asked then. The price now is 75 cents—just 400 per cent. higher—and too high to buy. Cotton warp cashmeres and serges are quoted at similar increases, so it is not surprising that wholesalers are just waiting to see what will happen before they place further orders. "Of one serge of which I could dispose of 5000 yards in a season in normal times, I have stocked 500 yards for this season and have sold only 300 yards of it. The price is too high for those goods," said the wholesaler referred to and there is any amount of similar evidence.

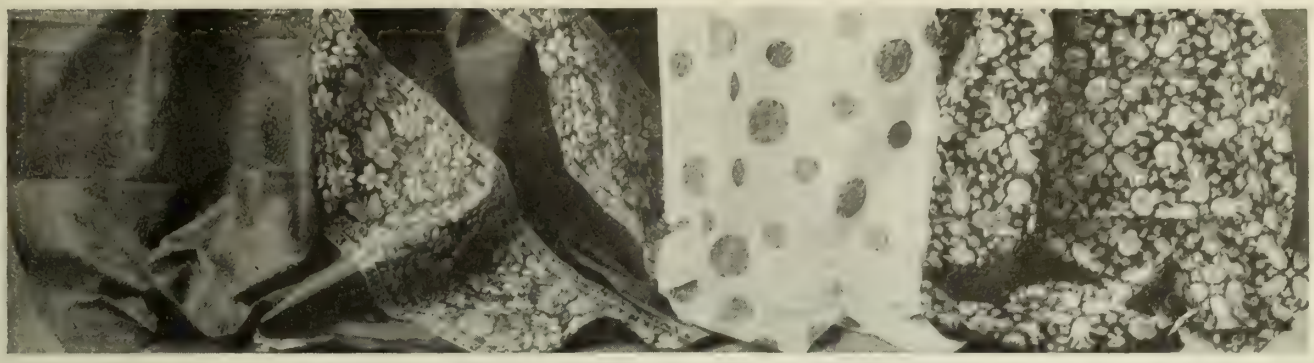
Good Supplies to Be Had for the Moment

When one comes to the better grades of woolen goods like broadcloth and velour one sees a good assortment of colors and a fair amount of stock on hand at the wholesales—evidences of heavy buying a year ago. "But we are not buying ahead now," they say. Even since the orders for their present stocks were placed, mills have advanced their prices 50 per cent. They have taken war orders too, so that less goods are being made for the public and also supplies of raw wool are tied up in England through war demands and in Australia through dearth of ships.



NEW DESIGNS IN SILKS.

No. 1 is in dark grey ground, with black stripe. No. 2, Oriental design, fawn grounds, with a great combination of colors in design. No. 3 has rich green ground with rose and yellow the leading colors in the pattern. No. 4 has ground of 1½ in. stripes in grey and cerise. No. 5—Dark green ground with no less than nine colors included in pattern effect. From Silks, Limited.



SMART NOVELTIES

Colored spiral design on black, brilliant diagonal stripe on black, Persian spot on white are three of the latest attractions in heatherblooms. At right a popular type of a clover design in cotton lining. Shown by Wallace & Wallace.

Hold Trade With Stocks As Low As Possible

Merchants would then be wise to cover their needs for the Fall and Winter season early, while stocks are to be had, for it almost certain they cannot get repeats or perhaps anything desirble later on. Goods are not being carried for them. Also retailers who can afford to buy up goods now which they are certain to require in the Spring, that is goods of a staple nature, would as suggested in these columns last month, do well to purchase any lots of them which may be offered now, at jobbers, wholesalers' or any place, while the prices are on this Fall's basis. As soon as any Spring goods—whatever they may be—are offered for Spring delivery the prices will surely be in advance of those asked at present.

At the same time buyers should keep in mind the danger of over-stocking. The chief concern for both wholesalers and retailers is to hold their trade by being able to supply their present needs but to beware of having heavy stocks on hand in case the war should end and a sudden slump occur. It is quite unlikely that prices will drop to anywhere near normal when peace is declared but when one realizes that 400 to 500 per cent. is the average increase of woolen fabrics—silks about the same—over normal times a drop of 100 per cent., (i.e. taking the pre-war price as the basis) would be a big one and a possible one, and still leave prices some 300 per cent. above normal. A general decline of 100 per cent. on a full line of merchandise would be serious. Big stocks under such high prices are extremely dangerous. But what the Spring will bring forth no one can tell with authority.

There is this redeeming feature of the situation at present however, that the public is still buying and doing its bit to turn over the goods that are offered—especially the good goods. Naturally novelties are few as we said last month and becoming more so, but interest is keen in what is to be had. The excellent crops augur well for continued buying of high grade goods throughout the country and present activity is liable only to increase through the Winter season.

Cottons Also Uncertain But Some Novelties Out

Spring cottons appear to be almost as uncertain as other fabrics. So far the only designs shown are those which proved to be the best sellers of this year. Naturally they will be given recognition by buyers again and consequently plaids and stripes are considered good, and also the foulard type of pattern as we have previously intimated. Anything of a real novelty nature however, if any such there be on the way is not expected to appear for a couple of months yet. Meanwhile our intimation last month that simple and pretty things are interesting the mills, still holds good.

A New York report states that cotton fabrics will be shown which imitate some of the latest developments in pongee and shantung silks. In both of these silk and cotton fabrics, the idea is to produce a striking color combination by the use of a different color in the nubs of the filling from the warp which will be glaced to permit free play for the nubs. These nub yarns will be used in fancy spiral effects also and the nub filling may be of cotton to reduce the expense of silk. Lower grade could be used for the same purpose in the cotton fabrics and the dyeing, it is claimed, would not have to be perfect as little flaws cannot be detected. These fabrics would be fairly non-crushable which is a further advantage.

There are some new effects out now in heatherbloom taffeta and in cotton linings corresponding with the brightly colored patterns in silk linings. Two or three sizes of Persian spots are shown on a white or black ground. Wide diagonal stripes showing bright butterflies, bees and flowers on a black ground is very smart for underskirts. All-over Egyptian and Jacquard patterns for cotton linings are also attractive and are used to a considerable extent for furs and other linings where a smart effect is desired at a price which the fashionable silks could not allow.

WINTER SILKS

Silk Prices High But Good Qualities Offered—Satins, Velvets and Crepes Features of Winter Fashions — Taffetas and Fancies Active—Doubt as to Spring Novelties.

AS the war continues, demand for silk remains keen. Silk gowns may be regarded as somewhat of an extravagance but there seems to be no other fabric to be had, whose raw and finished states are not in direct requisition for the war. We are told that it is unpatriotic to indulge in high leather shoes or leather trimmings for suits; in garments made of all-wool fabrics or utilizing more than a very meagre yardage of them; in fine linens and even in more than a very limited supply of cottons. The only disrespect that is paid to the wearer of silks, however, is that she has a more prosperous appearance than is in keeping with a state of war. In fact when milady would have a new gown she simply choses the fabric which is least likely to give rise to such criticisms. Hence the wide, general and increasing purchasing of the one fabric which is coveted by every woman. This may or may not be the reason for the present vogue for silks but the important facts to the trade are that silks continue to sell in vast quantities, that demand for Spring will again be big, that despite a slight fluctuation in raw silk

(Continued on page 51.)

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Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality of the Material.

"CRAVENETTE"

FABRICS in great variety in black and colours, and ready-to-wear COATS in tasteful and fashionable styles, are readily obtainable

From All LEADING WAREHOUSEMEN.

If any difficulty in obtaining "CRAVENETTE" please write to

THE CRAVENETTE COMPANY, LIMITED

(Dept. 6) **Well Street, Bradford, Eng.**

A splendid assortment of attractive Show Cards for Window and Counter display can be obtained free of all charge on application.

BDA

EDEN CLOTH

REG U.S. PAT. OFF.

YORK MANUFACTURING CO. SACO, MAINE.

Reg. U.S. Pat. Off.

THE PERFECT WOVEN WASH FLANNEL

FAST COLOR PATTERNS

Does not shrink or scratch like wool.

Most adaptable for stylish day garments and comfortable night wear.

MADE BY Massachusetts Cotton Mills

REG U.S. PAT. OFF.

Pegasus PLAID Blankets

Excellent Color Combinations

Warmth without weight—Leather finish. Retain their brilliancy of color after cleaning.

SMITH, HOGG & CO.

115-117 Worth Street NEW YORK

Pine Tree Silks

Direct from Mill to Merchant

FOR IMMEDIATE DELIVERY

Taffeta
Messaline
Charmeuse
Crepe de Chine
Fancy Silks

Write for samples.

Pine Tree Silk Mills

285 4th Avenue

New York

In order to protect the trade from unworthy substitutes, we have adopted



this trade-mark which guarantees the value of our goods.

THE

PACIFIC MILLS

Lawrence, Mass., Dover, N.H. and Columbia, S.C.

produce very large and complete lines of cotton, cotton warp and all wool dress fabrics. Among our regular lines are:

COTTONS	COTTON WARPS	ALL WOOLS
SERPENTINE CREPE	BRILLIANTINES	STORM SERGES
FOULARDS	SICILIANS	FINE FRENCH SERGES
BEACH CLOTH	FANCY LUSTERS	CREPES
DUCKLING FLEECE	STORM SERGES	TAFFETAS
MELTON VELLON	FRENCH SERGES	PRUNELLAS
POLONIA VELOUR	PANAMAS	OTTOMANS
VOILES	GRANITES	HENRIETTAS
PONGEES	LININGS	POPLINS
BATISTES	CHALLIES	COVERT CLOTHS
DRAPERIES	BATISTES	PANAMAS

The beautiful and fancy colorings, up-to-date styles and uniform high quality of these fabrics, have created such a demand for them that the Pacific Mills to-day are the leading manufacturers and printers of cotton fabrics, and the largest manufacturers of cotton warp and all wool dress goods in the world.

LAWRENCE & COMPANY

Selling Agents

89 FRANKLIN ST., BOSTON, MASS. 24 THOMAS ST., NEW YORK

Branch Houses: PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO LONDON, ENGLAND

LARGE HOSIERY MILL ANNOUNCES PRICES

Very Heavy Increases on Last Season—Orders Received Subject to Quantity Allotment—Fall Shipments Pretty Well to Hand—Wholesalers Advise Against Speculation While Expecting Further Advances.

ONE of the largest hosiery mills in Canada, announced Spring prices on cotton goods, during the first week in September. These register tremendous increases that run from 35% to 100% on some lines. This mill, which makes standard lines known from coast to coast, recently created quite a sensation in the trade by refusing to deliver the balance of their orders that were placed for Fall 1916 and Spring 1917. This caused the jobbers great inconvenience but it was realized that it was the only possible action for this concern to take as it was hopelessly oversold. To give an idea how far these orders were in arrears it is only necessary to state that one of the larger jobbers showed DRY GOODS REVIEW. that just barely one third of the goods bought had been delivered. To make matters worse the total amount ordered had been sold and the trouble and dissatisfaction caused may be imagined.

To prevent a repetition of this state of affairs this mill, in common with practically all others in similar lines, is only selling to well within its possible output and orders are only accepted subject to quantity revision.

Cashmere lines are not announced for Spring placing but sorting prices show increases of 60% to 90%.

English Hosiery Situation

The situation as regards English hosiery can be best understood by quoting a letter received by a Toronto wholesale house from one of the large Leicester mills.

"So far as our information goes at present, we are afraid we can give no promise of delivery in the near future but will do our best to make delivery if material is released in time for shipment this year. In the event of no material being released and no likelihood of same, we shall have no alternative but to cancel this order under the conditions of our acceptance of same. We trust however that this will not be necessary, and assure you that everything possible will be done to avoid it."

All wholesale houses agree that they are selling many lines, particularly cashmere, at below present mill costs. One instance was given DRY GOODS REVIEW, of a wholesale house that was selling one cashmere line of hosiery for $12.50, incidentally a line that once went to the trade for $6.50, and on desiring to fill some sizes was told the mill price would be $15.00.

It would thus appear that the weary retailer and consumer will have still further advances to meet.

Fall Deliveries Good

Fall deliveries, English goods excepted, have been good. The reasons given for this are (1) mills only accepted orders up to possible output, (2) retailers are no longer buying from a speculative basis but are placing well within their needs.

This attitude is the one that seems commendable to practically all in the hosiery business, even to the men who have hosiery to sell; get what you know you will require and no more. Hosiery will have to be worn no matter what the price but old goods will be re-darned, and the sales will be undoubtedly restricted by the higher prices. When a woman could buy a fairly good cashmere hose for 50c, it was often too much trouble to darn it and when the necessity arose a new pair was bought instead. This condition of affairs will not continue when the same pair of stockings cost $1.25 or $1.50 and in consequence much fewer hose will be bought.

This should be thoroughly considered by the merchant when buying and also that 10 dozen of a line at $4.50 meant an outlay of $45.00. Ten dozen of the same line at $12.00 means $120.00 tied up. While prices are likely to still further advance on many lines, all wholesalers feel that this is no time for either themselves or the retailer to speculate or attempt to cover future requirements any further than is necessary to have goods to sell when the season opens.

RUNS IN SILK HOSE

THE question of runs in silk hose, caused by the strain from the garter, has been engaging the attention of the hosiery manufacturers with the results that they have decided that the wide garter hem is not the correct method of solving the problem and that a narrow hem with four or five inches of the hose below to be strongly reinforced would solve the problem. Further investigations will be carried out along this line, and retailers will be interested in finding out how successful they will prove to be.

That runs are a big cause of trouble every one who handles hosiery knows and if this can be rendered a less undesirable feature of the silk hose business, all will rejoice from the mill men to "my lady" herself.



THE "NA-VA-JO" SWEATER.

A new line in which the contrasting colors are the distinctive features. Made by R. G. Long & Co., Toronto.



SOCKS FOR THE GIRLS

The rage for things mannish has caused some girls of to-day to go way beyond anything they have heretofore attempted. Witness these silk socks, though no mere male would ever confess to wearing anything remotely resembling these coquettish garters of palest pink and blue ribbon.

UNDERWEAR FIRMLY HELD

No Indication of Lower Prices—Retailers Would Seem Well Advised to Cover Certain Necessities—Fall Goods Fairly Well Delivered—Sorting Orders Hard to Fill.

WHILE the weaker cotton market that prevailed in the early part of September, made a number of retailers feel that the underwear mills were asking unwarranted prices on Spring lines and that the large increases were based on a 27c cotton basis and therefore out of line the mills have not reduced their prices and, since cotton has nearly recovered its old figure, are even talking further advances. One large mill that makes a specialty of balbriggan underwear, withdrew Spring prices recently, as stated in DRY GOODS REVIEW, and is not yet looking for business. All mills insist that present prices are based below highest cotton values and that further increases are bound to result, if as now seems possible, the raw market continues to advance.

One large mill states that their prices are based on 20c cotton and if this is so, they are out of line with the present price.

Wholesalers report better response from their customers in the past two or three weeks and fairly good business is being placed. This does not mean that the same number of garments are being bought, few retailers could afford the necessary investment, but that dealers are realizing that lower prices can no longer be hoped for and that absolutely necessary purchases will have to be made soon if delivery is to be expected.

Fall Shipments Good

Those retailers who placed their Fall underwear in good time have had their requirements pretty well met. It is stated that the policy of all mills to only accept business that was well within their capacity is largely responsible for the improved deliveries.

Sorting orders however, are slow and uncertain. It is felt that a number of the Canadian knitting mills have accepted orders from the United States Government, and that this has taken their machines off regular work. In consequence they are not welcoming any sorting business that is being offered them.

FACTS ABOUT WOOL

Interesting Data as to Present Supply—Knitting Mills Supplies its Salesmen With Facts

IN order to thoroughly acquaint their salesmen with the wool situation and so spur them with the knowledge that their prices are right, the R. G. Long Co., Toronto, have issued a folder containing the following information.

Since 1900 the United States has lost between 13,000,000 and 15,000,000 sheep, and if their value was turned into wool and mutton it would amount to just $150,000,000.

The armies now at war are using at the rate of 2,200,000,000 pounds of wool annually.

The total wool supply of the world is only 2,700,000,000 pounds.

More than 3,000,000 sheep in Europe have been killed for meat during the war.

There are no sheep left in Germany worth talking about, very few in Turkey, and in all the Balkan States the sheep have been greatly reduced.

England's wool clip has decreased one third; France has lost one third of its sheep stock and the same with Austria, which leaves Russia as the only European country that has not suffered severely, having more sheep than any other country in the world, and transportation between Russia and this side of the water is rather difficult just now.

South American sheep stocks are decreasing rapidly, also South African, while New Zealand is only holding her own as far as sheep stocks are concerned.

There will not be more than thirty million shearing sheep in the United States next Spring, giving them 200,000,000 pounds—their needs being 750,000,000 pounds or a shortage of 550,000,000 pounds. Where is it to come from and how about Canada's requirements. There is little likelihood of Great Britain releasing any more wool for the American market.

WAS A MONARCH KNITTING MAN

Lieutenant Freeman ("Jack") Munroe, formerly a student at St. Andrew's College, Toronto, has been missing since August 15, according to the telegram received from Ottawa by his sister, Mrs. J. A. Burns, of Dunnville, Ont. A few days previously he was slightly wounded by gunshot in the right foot, but was able to resume duty in the firing line. He is twenty-five years of age, a native of Pembroke, Ont., and since 1913 had been employed by the Monarch Knitting Mills at Dunnville. He went overseas in October last with a Haldimand County battalion, after a period of training at Camp Borden. Lieutenant Munroe is a hockey player of no mean repute, having played on the St. Andrew's and Dunnvil'e teams.

FEATURE NOW GIFTS FOR "OVERSEAS"

Little Over Two Months Before Xmas—War Has Made Two Christmas Shopping Seasons—Pay Particular Attention at Once to the Requirements For "Overseas" Purchasing—Get Thorough Information as to Goods Required, Mailing Facts and Regulations.

WHEN this issue of DRY GOODS REVIEW comes off the press, there will remain but slightly over two months in which to do Fall and Christmas business. This is a short enough period in which to dispose of heavy stocks accumulated for this season, and the average retailer has long realized that the Fall season has always been restricted in a marked degree. People will not buy merchandise, to the desired extent at any rate, until the frosty nights awaken them to the necessity of warmer apparel; and neither will they buy, at all freely, once the Christmas season, unless induced thereto by sharp price reductions. The profitable season is thus shortened to about two months and the necessity for stimulating business to its utmost capacity, while this period lasts, is very evident.

This constriction of actual selling time is conspicuously more noticeable in the Fall than in the Spring seasons, there being no marked holiday period in the early summer that sets the same limit to the period of Spring selling as the Christmas season does to that of the Fall.

Now Two Christmas Seasons

In connection with this fact many merchants overlook the fact that the war has really established two Christmas shopping seasons in Canada, one about a month earlier than usual, when the presents are selected and the boxes packed for our 400,000 lads across the seas.

That this end of the business can be profitably featured is certain, and the time to do it is NOW. The mothers, wives, sweethearts and sisters of the boys in the trenches are even now getting their boxes ready so that they may be posted in plenty of time and delay on the merchant's part in demonstration by display and advertisement that he carries the goods required to fill these boxes, will mean that someone else is going to get the business.

Possibly Eight Million Will Be Expended

And a nice little piece of business it is too. It is safe to say that the average value of the total amount of Christmas presents received by each of our lads in France and England will be at least $20. Multiply this by 400,000 and you will have the tidy sum of eight million dollars that will be purchased in Canadian stores inside of the next month. There is a proportion of that eight million coming to each merchant who goes out after the business.

Numberless methods have been adopted by progressive stores in attempting to stimulate this portion of their business, but the main consideration is stocking the goods that will be required, displaying them in plenty of time and letting the people know, by advertising, that their store is in a position to help them make their selections.

Get Accurate Information

In every town and village there are branches of the Red Cross or similar societies who have compiled data from the information carefully collected from the returned men and the letters of the men still in the trenches, which will show the more acceptable presents for the boys and a careful study of this easily available information will enable the merchant to stock with discretion.

Useful articles will, of course, have the greatest demand and such details of wearing apparel as socks, gloves, sweaters, handkerchiefs and mufflers will be in heavy demand. Many dry goods stores, which do not regularly run men's wear lines, are finding that the present is a good time to make exceptions of the class of goods mentioned.

More women folk will buy this class of goods, now that their men are not here to do it for themselves, and a large number will appreciate not having to go into the men's wear store in order to have their requirements satisfied.

In the fancy goods lines, there should be included toilet soaps, talcum powder, tooth brushes and dentifrices, books of all kinds, including Bibles, small pocket size, games and puzzles, a full range of stationery, including fountain pens, shaving sets, shaving mirrors, brushes and soaps, and, in fact, any small accessories which can be carried easily on the person or in the kit bag, and which will add to either the comfort or the amusement of the party for whom they will be purchased.

Have a Regular "Overseas" Department

Having provided the stock, it would appear to be best to have one circle, section or counter utilized exclusively for this feature. Gather there all the lines suitable for the overseas' holiday trade; if there is a grocery department in connection, include such lines of canned goods as condensed cocoa, coffee, sardines and don't forget some confectionery, particularly maple sugar. Have attractive show cards written, and feature this portion of your store in your next two weeks' advertisements.

A good idea would also be to stock the folding corrugated paper boxes, which which are particularly adapted for overseas packing, and an offer to pack and address all such boxes when contents are purchased would be an appreciated courtesy that could be very easily extended to your trade.

Study Postal Rates and Regulations

A thorough study of the postal rates and regulations as applying to parcel post to both England and France, should be made so that accurate information could be handed the customer at a moment's notice, and if a small set of scales could be kept handy for weighing the amount of goods selected, it would add to the usefulness of the department from the customer's viewpoint. Incidentally it could be used as a means of increasing sales. If, for instance, it is found that a customer's purchases, with container, run several ounces short of a certain mail classification, a tactful suggestion could be made that such and such article would be very acceptable and would just fill out the weight nicely. A sale would usually result.

Other details could be worked out such as making up complete packages styled "Service Boxes," or something of that nature that could be arranged to sell at different prices, according to the goods included, and a list of contents could be kept for the information of the customer. These "service boxes" would appeal particularly to the man customer who would not wish to bother with packing or choosing, but who is nevertheless anxious to send some suitable parcel to his friend or friends overseas.

The point is to find some outstanding qualification which will make a strong impression on the consumer's mind as a reason for buying the goods at a certain store. The advantages of obtaining such a distinctive talking point are many. First, the indelible impression of service, the impression being strengthened by the fact that the service is in connection with someone near and dear who is fighting for democracy; then the advantage of getting a foothold on the business of groups, of getting people to talk to their friends about the store and the service that it is rendering.

Profiteering, as the exacting of excess profits in war time is known, is decidedly out of favor. Talk on all sides is heard of manufacturers of articles essential to the carrying on of the war exacting exorbitant profits, and the same accusation to a certain degree, is being made against the retailers. Service of the kind referred to tends to offset such ideas; in fact, sets the consumer thinking in the opposite direction.

That there is big business to be done, there seems little doubt, and the more the stores strive by originality of idea and method to get the business, the bigger and better and earlier the Christmas business will be. Certain it is that the advertising, strong advertising of Christmas presents for the men in the service, should begin soon, and it is up to the stores, so far as the consumer is concerned, to do their utmost in getting the presents delivered to the boys.

TRADE NEWS

D. F. Jamieson, dry goods, Smith's Falls Ont., has sold out.

Almeric Germain, dry goods merchant, Montreal, Que., has sold out.

McLean Bros. of Calgary, Alta., are removing their dry goods business to Olds.

The A. B. Scott Co., of Smith's Falls, Ont. dry goods, has been sold to D. F. Jamieson.

F. Emshey, wholesale and retail dry goods merchant of Regina, Sask., suffered recent fire loss.

Mr. Charles Bryson, president of Bryson-Graham Ltd., Ottawa, Ont., died suddenly at his summer home on Aug. 14.

The Alton Knitting Mills were destroyed by fire on Aug. 20. The loss on building and machinery totalled $110,000.00.

Miss Loretto Kelley who will have charge of the millinery department for Geddes Bros., Sarnia, is east on a buying trip.

G. C. Dexter, Liverpool, N.S., moved into his new store on Sept. 1. He had a fine store previously, but the new one is much larger. He does a strictly cash business.

Exclusive Ladies' Wear Limited of Montreal are negotiating with the town of Smith's Falls, agreeing to locate their new factory there on condition that the town loans them $50,000.00 repayable in 10 years without interest, and a further loan of $15,000.00 to build the factory, the last secured by mortgage on plant and bearing interest at six per cent.

It is anounced that the Saskatchewan wool crop, marketed under the auspices of the co-operative societies department of the Saskatchewan Agricultural College, had been sold to a Providence (R.I.) firm for 63 cents per pound. There was 230,000 pounds, or nine carloads, a big increase over last year's shipments.

GIFTS FOR SOLDIERS

SEND your gift at once, if your soldier boy is overseas. Mails are slower now and more uncertain than they usually are; and the advice of the Post Office is to get your parcels in the mails *early*.

Perhaps you are perplexed to know just what to send. We offer some suggestions:

Towels and Face Cloths

We recommend a white bath towel, hemmed ends, size 14 x 21. per pair 25c
Hemmed Cotton Huckaback towels, heavy close weave. Size, 18 x 36. Per Pair.....50c
Face Cloths, made from strong terry cloth. Size, 9 x 9 inches. Each, ...10c

Garments

Chamois Vest. Come and see them. They are most desirable. A little expensive perhaps, but they do give the soldier in the trenches comfort. Price..$6.00

Knee Warmers and Abdomen Belts

Made close-fitting and from good warm material. Small, medium and large sizes. Each.....$1.00
Khaki Sweater Coats. Come and see them. Welcomed gifts. Each $3.50
Khaki Union Flannel Shirts. Regulation model. Roomy and desirable. Each.....$1.75



MISCELLANEOUS—
Khaki Handkerchiefs, 10 cents to $1.00 (for silk ones); Gloves and Mitts, regulation pattern, from $1.75 to $13.00; Air Pillows, rubberized, various sizes and patterns, from $1.25 to $12.50; Wool Socks, from 50c to $1.50.

THERE are other things to send the soldier boy. The above are suggestive. Come in and let us help you make up a parcel, and prepare it for shipment. And may we suggest again that you do your shopping for soldiers in the forenoons, when we can give you more time. In the afternoons, with many shopping, we are more hurried, having to serve more customers.

Come in any time, and look round. Make our store your down town rendezvous. See the new things, whether you mean to buy them or not. Your visits delight us.

W. A. DURGIN & CO.,
62 Queen St., Burnham

[1] Suggested 3 column advertisement for Canadian dry goods dealers. The gift suggestion in it can be altered to suit this dealer's stock.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

ARTISTIC CREATIONS
to meet the widespread demand for KNITTED SILK COATS

THE extensive demand for silk coats this season was due to the attractiveness of the garments offered. They possessed an irresistible appeal to the fair sex. These lines, wonderful as they were, are far surpassed in beauty and charm by the models for 1918.

As a matter of policy, we are not yet showing photographs of our feature models. Our traveller will show them to you. In the meantime the lid is on—they might be copied.

The complete range of silks and lightweight worsteds for Spring and Summer, 1918, as well as an extensive line of bathing suits and jerseys, are now in the hands of our salesmen. We believe you will find this showing highly interesting. *Drop us a card and we will tell you when our Representative can call.*



The Monarch Knitting Co., Limited

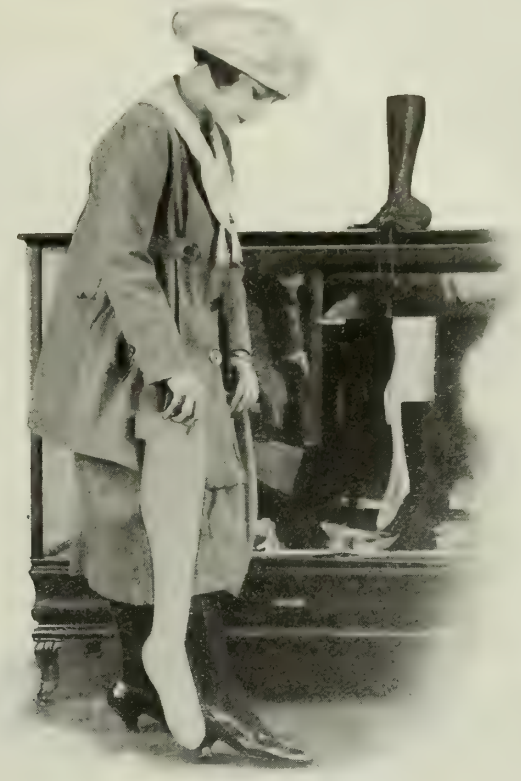
Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

Dunnville, Canada

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

Spring 1918



The 1918 Spring Range of MONARCH-KNIT Hosiery—Silks, Mercerized, Cotton and light-weight Cashmere lines for Men, Women and Children is now in the hands of our travellers.

In placing your Hosiery orders for Spring, 1918, choose a line the selling of which is made easy by its well established trade mark.

It is easy for the manufacturer, easy for the retailer, to sell MONARCH-KNIT Hosiery, because consumers know that the name "MONARCH-KNIT" is a guarantee of satisfaction, and their opinion is based not on theory, but experience. MONARCH-KNIT products have for years given a surplus of satisfaction to hundreds of thousands of men, women and children in all parts of the Dominion. Previous satisfactory service from MONARCH-KNIT lines has made a lasting impression that now places the buying public in an especially favorable mood to receive MONARCH-KNIT Hosiery.

Be sure this line is well represented in your stock for the coming season.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc. Also Hand Knitting Yarns Suitable for Knitting Soldiers' Sox, Etc.

Dunnville, Canada



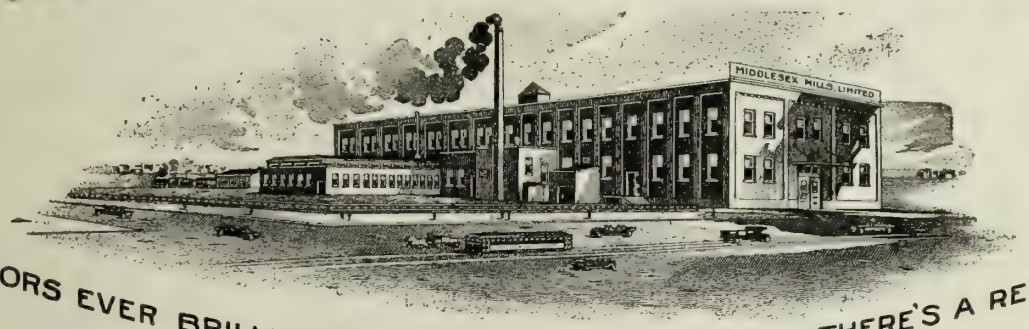
THE illustration shows a few of the exclusive models in Ladies' and Misses' worsted sweater coats salesmen are now showing to the Trade for future delivery. Originality of color combination and stripe design that strike a new note in sweater coat construction. You will admire the "Na-va-Jo," a self-selling model.

Children's Teddy Bear suits, mitts, caps, toques, jerseys. Plain and popular stripes, heavy jumbo knits and all standard staples are complete in the Bob Long range of Knit Goods. Wait for the Bob Long Salesmen and inspect the *complete* line.

R. G. LONG & CO., Limited - TORONTO, CAN.

MIDDLESEX MILLS LIMITED

DYERS - BLEACHERS - FINISHERS



COLORS EVER BRILLIANT — FINISH EVERLASTING — THERE'S A REASON!

IT'S IN THE WATER

MADE IN CANADA—ENGLISH & FRENCH METHODS

ALBERT MITCHELL, President
PHONE 4372

A. N. LYSTER, Treasurer

PHONE 5986, Superintendent

Making Sure of Results Under Expert Management

If you will examine any Middlesex Dyed Fabric you will be impressed by its perfectly even color. If you will examine the finish of this piece you will be further impressed. If you are anxious for careful and prompt deliveries on all your requirements, the Middlesex Mills, Limited, is at your service, and will be pleased to furnish you with color cards, prices and any information you may require for the Dyeing and Finishing of yarns, piece goods, stockinette and sweater fabrics.

Satisfied Customers Treble Output In Last Ninety Days

MIDDLESEX MILLS LIMITED

LONDON - CANADA

HERBERT PARKER, SELLING AGENT — 32 FRONT ST. W., TORONTO

Peerless Sales Are Made Quickly

Peerless REGISTERED

It doesn't take the average woman long to decide that "Peerless" Underwear will give her the most satisfaction. The care that is taken in the "Peerless" mills to see that everything is done just a little more carefully than seems necessary is reflected in every "Peerless" Undergarment. It looks more stylish, more comfortable, in fact it has an appearance of general superiority that is very convincing.

You will find a speeding up of sales in your underwear department if "Peerless" is kept to the fore.

The PEERLESS UNDERWEAR Co.
Limited
HAMILTON, ONT. - CANADA

REPRESENTATIVES:

Ontario: C. and A. G. Clark, 35 Wellington Street West, Toronto.
British Columbia: J. J. Mackay, 504 Mercantile Bldg., Vancouver.
Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec.
Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
Manitoba and the West: The Hanley & MacKay Co., 407 Hammond Block, Winnipeg.
Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

LITTLE COMFORT ABC TRADE MARK HOSE

The Standard for Good Qualities

Retain their original color

The very best dyes obtainable are used for A. B. C. Hosiery under the direction of expert dyers. Consequently All Colors are true and fast.

The original color of an A. B. C. stocking lasts through the life of that stocking to the infinite satisfaction of its wearer.

Your customer gets real dye satisfaction in A. B. C. Hose.

Selling Agents:
R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario

"Craftana"

Registered No. 262,00



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

"Little Darling" *and* "Little Daisy"



The Choice of Hundreds of Mothers

GOOD times or bad, mothers do not deny their babies and children the little comforts — nor would they think of substituting inferior qualities for the best.

"Little Darling"

"Little Daisy"

One evidence of this is that Summer and Winter, Spring and Autumn, we are kept busy on "Little Darling" and "Little Daisy" Hosiery for infants and children.

You can depend on these lines as "best sellers" all the year round. The best known hosiery in Canada—the undoubted choice of particular Canadian Mothers.

SUNSHINE HOSIERY REGISTERED.

Every Pair of Hose Protected by This Trade Mark.

Order From Your Wholesaler.

The Chipman Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Ltd., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

Keep in Condition

Imperial Underwear will help

It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

Note the Five Features:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.



Kingston Hosiery Co.
Kingston, Ontario

When you want to sell or buy anything, use the condensed ad columns of

Dry Goods Review

You can talk across the continent for two cents a word.

CLIFT & GOODRICH

80-82 Leonard Street, New York

53 MILLS

Knit Underwear
Nainsook Underwear
Sweater Coats
Bathing Suits

Our New Line of Fibre Silk and Shetland Sweaters for Women, Misses and Children are now being offered for Spring, 1918.

Prompt deliveries on Men's and Boys' Fleeced Underwear can now be made.

Quotations and Samples submitted upon request.

Toronto Office: 33 Melinda Street. Mr. R. Reade Davis, Representative.



"Atlantic" Weather

The coming cold weather is assuredly Atlantic Underwear weather, for "Atlantic" is knit to keep its wearer warm and comfortable during the severest weather. So push Atlantic Underwear for all you're worth during the cooler months. It will mean many profitable sales for you, and every sale will satisfy.

ATLANTIC UNDERWEAR, LIMITED
MONCTON, N.B.

FANCY GOODS
NOTIONS & TOYS

ART NEEDLEWORK TENDENCIES

Knitting Takes Premier Place — Bags Therefore Strong — Madeira and Tapestry Important For Holiday Trade Novelties in Stamped Embroidery.

ALL the leading fancy goods houses affirm with emphasis that the fad of the hour in hand work for women, is fancy knitting. Women seem to have become so fascinated by the handling of soft, thick wools in their patriotic endeavors to make warm the feet of the soldiers and to have become so proficient in the speedy manipulation of the elusive quartette that they are finding opportunities to supply themselves with some of the comforting products of the art, while the number of socks still being made is legion the increase in home-made sweater coats in the last six weeks is astounding. Wools of both fine and heavy weights and those with a thread of shining silk wound in with them, as well as plain wools are all selling quickly. Angora wools too, though very expensive, are being purchased again. These are used mostly for knitting collars and cuffs for sweater coats or serge dresses. The thick eiderdowns are used also but perhaps more frequently for caps than for whole sweaters. Shetland wools used either double or single, Good Shepherd, Beehive, Zephyr and similar yarns are those used for the sweater coats, wool middies, scarfs, etc. Purple, Paddy, gold and rose are the most popular shades but every one of big ranges of colors offered finds ready purchasers.

Stamped Goods Likely to Revive

The enthusiasm with which women are knitting up these wools into bulky articles just now has caused some decline in sales of stamped goods for embroidery. The approach of Christmas keeps the embroidery work fairly active of course and it is thought that as the season advances and fancy workers find it necessary to prepare gifts which will take less time than large knitted articles, activity will revive and perhaps equal that of last year. With this in view the range of samples is as large as ever with a few novel articles and many attractive designs. One new range of articles including dresser scarf, glove and handkerchief cases, laundry bags, etc., is made of white repp stamped for foliage embroidery. The flowers for the design are to be cut out of pink or Copenhagen repp upon which they are stamped and which accompany each article, then appliqued to the white and buttonholed on with silk to match the color of the flower. This idea has been mentioned before in connection with other articles and materials but is very effective in this new capacity also.

Another new article is an unbleached cotton pot and pan lifter fitted with padded ends and pockets for the hands so that the steam will not scald. In between the pads is stamped for outlining, the purpose of the article.

A new luncheon set in addition to the usual articles has six serviette rings stamped to be embroidered also.

Small huckaback "labels" about 8in. by 3 in. are bound with tape and have tapes for tying. These are stamped for cross-stitching "tablecloths," "napkins," "towels," "sheets," "pillow-cases," etc., and are used in linen drawers to keep the articles denoted all together in their place.

Flat roll cases of several varieties for cutlery are to be had stamped or made of cretonne.

The latest vanity bag is of linene stamped and made like a small purse and is attached to a fancy silk garter.

Hot roll cases stamped on white linen to be embroidered in white or colors have proved so popular that several new cases for hot articles are out. They include as intimated last month, corn cases, roast potato cases, egg cases, etc., and are all made in the same folded over style but in various sizes to suit their special purposes.

Bags for the Baby

The baby comes in for a good deal of attention, of course, at Christmas time and articles to keep this important person's belongings tidy are many. The greatest variety seems to be in the baby's laundry bag. Besides many pretty colored and stamped patterns for embroidery and applique there are some new wooden tops painted to represent animals. For instance one is painted green and shaped like a frog's head with its mouth wide open. The bag is attached underneath to form a real cavity.

A novel idea is shown in a baby's wash cloth accompanied by a cake of soap made in the form of a Kewpie. These are done up in individual boxes.

Various sizes of fancy handles with a straight bar across are used for sweater carriers. Their practicability appeals and they sell around 50 and 75 cents.

Madeira and Tapestries Strong

The momentary dropping off of needlework articles has revived made up pieces. One of the best known fancy goods houses finds all Madeira linens and also dresser scarfs and similar lines made up of embroidery and fine filet lace are one of its strongest departments. Great variety is to be had in these and the best qualities show beautiful designs. Another strong seller still is tapestry pieces. The gorgeous color effects and the richness of the metallic work make big demand for them in table runners, cushion tops, etc., and they are appropriate for the present modes of rich antique and oriental furniture.

The vogue for huge knitting bags keeps quite up to all that has been said of it in recent issues of DRY GOODS REVIEW. Good qualities are preferred in material, linings and trimmings but above everything the bag must be of vast proportions. It must have a gaping top and comfortable handles so that the large bundles of knitting may be inserted or removed easily. Tapestry cretonne and chintz are the favorite "outsiders" still and both plain and fancy linings in silks or fine sateens are liked. The most popular retail prices for these creations are from $5.00 to $8.00 but many are sold at both lower and higher figures.

JEWELRY

Fine Color Range in Pearl and Composition—Ear-rings Continue Popular

THE MOST striking and attractive feature of the new bead jewelry which is arriving from France for the Christmas trade this year, is its remarkable color range. There seems to be something to harmonize precisely with every shade and type of apparel, be it delicate evening gowns, sombre cloth suits, sport goods or mourning. For example, in button and drop pearl ear-rings, there are delicate tints of grey, blue, pink, mauve and opalescent effects; there is

(Continued on page 50)



For description see next page.

(Continued from page 48)

also a bright gold shade, very effective with garments showing touches of that color. This very new and extensive color display is no doubt responsible for the rapidity with which ear-rings are selling at present. Besides these new pearl effects the composition drops and buttons are also striking. Coral, jade, amber, lapus, taupe and jet continue leaders.

The newest bead necklets from Paris show smart solid and mottled color effects combined with dull crystal and strung at intervals on silk cord to match the colored bead. The beads are held in place by knots in the cord. Some other odd novelties combine carved brass spangles with brightly colored oddly shaped beads and others again have polished wood pendants with brass carvings attached. These extreme articles of course do not meet with the same general acceptance as the more familiar bead effects. Jets and jet and ivory combinations for both ear-rings and necklets are very well liked.

The popularity of the easily accessible wrist watch was doubtless what inspired the production by Parisian jewelry designers of a ring watch. It consists of a tiny timepiece mounted on a finger ring and, if desired, embellished with precious stones. At a distance the little dial might be easily mistaken for a large stone setting.

THE ARTICLES ILLUSTRATED

THE page preceding illustrates some of the novelty lines that promise to be big sellers to fancy goods departments for holiday trade. Each number is chosen from a range of its kind which is a leader. Nos. 1 and 2 are bead necklaces with colored silk cord to match; the one mottled sapphire, the other, with earrings to match is jade and dull crystal. From Carl Austin & Co.

No. 3 is a original pan-lifter whose pockets protect the hands from heat or steam; stamped for outlining. No. 4. Novel kewpie soap cake with wash-cloth to be embroidered. These two numbers from Boyd Brumell & Co.

Nos. 5 and 6 are new linen cases very attractive when embroidered in colors and edged in white. From Belding-Paul-Corticelli Co., Ltd.

The kiddies will like their gift handkerchiefs in the novel boxes, Nos. 7, 8 and 9. Shown by W. R. Brock Co.

No. 10 shows one of the handsome knitting bags in yellow and black Chinese design, lined and trimmed with yellow; yellow silk tassels, No. 11. Fine imitation filet edging and motifs with blocks of embroidery, make this artistic dresser scarf. Nos. 10 and 11 are from Jennings & Wilson.

Miss McLean is now in charge of the ready-to-wear department of the W. E. Lord Co., Red Deer, Alta., and Miss Lord, Lacombe, has taken the office work.



TOILET GOODS PROMINENT.

E. B. Crompton & Co., Brantford, keep this line at the front of the store and push it strongly.

IVORY TOILET GOODS

Shows Much in the Way of New Design and Improvement—Is the Popular Thing for Milady's Dressing Table

In toilet articles "French" ivory holds by far the leading place. The increasing number of firms manufacturing it and the increasing uses to which it is put has allowed the vast production to pay for the finer and improved qualities which are now offered. The makers claim that many improvements are offered which a glance at the articles does not reveal. Brushes have better bristles, for example, mirrors are the finest plate, specially polished; there is a variety of feet for puff boxes and trays; pin and jewel boxes are in a wider range of shapes; manicure scissors may be had with ivory handles; newest boxes for toilet sets are of white leatherette lined with white



AN ATTRACTIVE DOLL WINDOW.

Some good ideas can be taken from this display of dolls, doll furniture and similar lines. It will soon be time to feature this class of goods.



INFANT'S LAUNDRY BAGS

At the left is a new tinted design in yellow, green and grey from Belding-Paul-Corticelli Co. The other has pink appliqued wild roses, button-holed at the edges, also a pink bound opening at one side for inserting the articles. From Boyd-Brumell & Co.

satin and are made for any size of set from two pieces to fourteen. For the soldier who needs to conserve space there are short-bristled extra stiff military brushes. They have flat backs.

The range of ivory fans offered is more elaborate than ever. Many are handsomely plumed or carved.

Trinket baskets with woven sides and lining are in a nice variety of plain and fancy shapes. Some have filigree lids, others have handles. One neat basket is fitted with a half dozen bone hair-pins and tied with a ribbon. Photo frames too have curves and angles to suit anyone. These new lines have just been offered by the manufacturers and will probably not reach the public for some months, but variety will be something to prepare for in placing orders for 1918.

SPECIALIZING IN TOILET GOODS

Women Seek More and More the Use of Toilet Goods Which They Are Told Have Special Merit, So Make Your Department One of Reputation.

THAT this is an age of specialization is a fact which is generally acknowledged, although many people who look at the matter superficially point to the growth of the large department stores throughout the country as a fact to the contrary, evidently not knowing or forgetting that each department in stores of this character is run as a separate institution and specialized.

The most successful of these large establishments are those in which the policy of specialization has been carried out to the fullest extent. It has been demonstrated time and time again that in no department can this policy be carried out to better advantage than the one devoted to the sale of toilet goods and toilet accessories.

Some of the large department stores in New York have secured for their toilet goods departments almost a national reputation by specializing in one particular line. Some feature perfumes, others soaps, etc. The buyer for one of the largest and most progressive establishments selected celluloid toilet articles as a specialty, and by keeping up a full and complete assortment of novelties as well as staple celluloid goods and displaying them attractively, secured the reputation of being the headquarters for that particular class of goods. Not only did a splendid business in celluloid goods result, but the growth of business in all kinds of toilet accessories was largely increased.

If the buyer knows his business, knows values and where his supplies can be best secured, he can successfully specialize in any line, and if the selection be wisely made public interest can be aroused and public confidence secured. One large department store buyer devoted a counter exclusively to toilet accessories for men and the resulting business showed the wisdom of the plan. Liberal assortments were attractively displayed. It included, among many other things, razors, both old style and safety, razor strops, shaving soaps, powders and creams, lather brushes, talcum powders, manicure articles, hair restoratives, etc., all being shown at one time materially helped the sale of goods for men, which, as they were largely purchased by women, increased the regular business of the department to a very gratifying extent.

Another line of merchandise that could be profitably featured is that of beauti-

(Continued on page 107)

DRESS FABRICS AND SILKS

(Continued from page 29.)

a few weeks ago, prices are now up to the preceding high figure and will in all probability remain so, in view of the shortage of shipping facilities, the high price of silver, and the heavy demands. It looks, therefore, as if the purchasing now of any silk goods to be had suitable for Spring and of a quality that will keep for Spring selling, would be saving money and indeed some of the biggest Toronto buyers have already placed orders and bought up lines of plain colored silks for Spring even though at the moment things are a bit quiet at the market centres.

Velvets a Big Attraction

Opinions in the United States differ as to the weave which should be given first place among style leaders. Some observers place satins first with velvets and crepes next, fancies and taffetas third. The arrangement is slightly different in other stores. Judging from the buying which the couple of days of early cold weather developed in Toronto last month and from the more leisured Fall retailing since then, satins and crepes are to be exceedingly strong. "Velvets are taking exceptionally well, taffetas will sell until the real cold weather comes and will be good again for Spring. Foulards, fancy-printed silks crepes and wash satins, will also be strong in the Spring, but just now the fancy silks, especially fancy stripes and Scotch plaid patterns are going out quickly for separate skirts," said one of the leading silk buyers in addition.

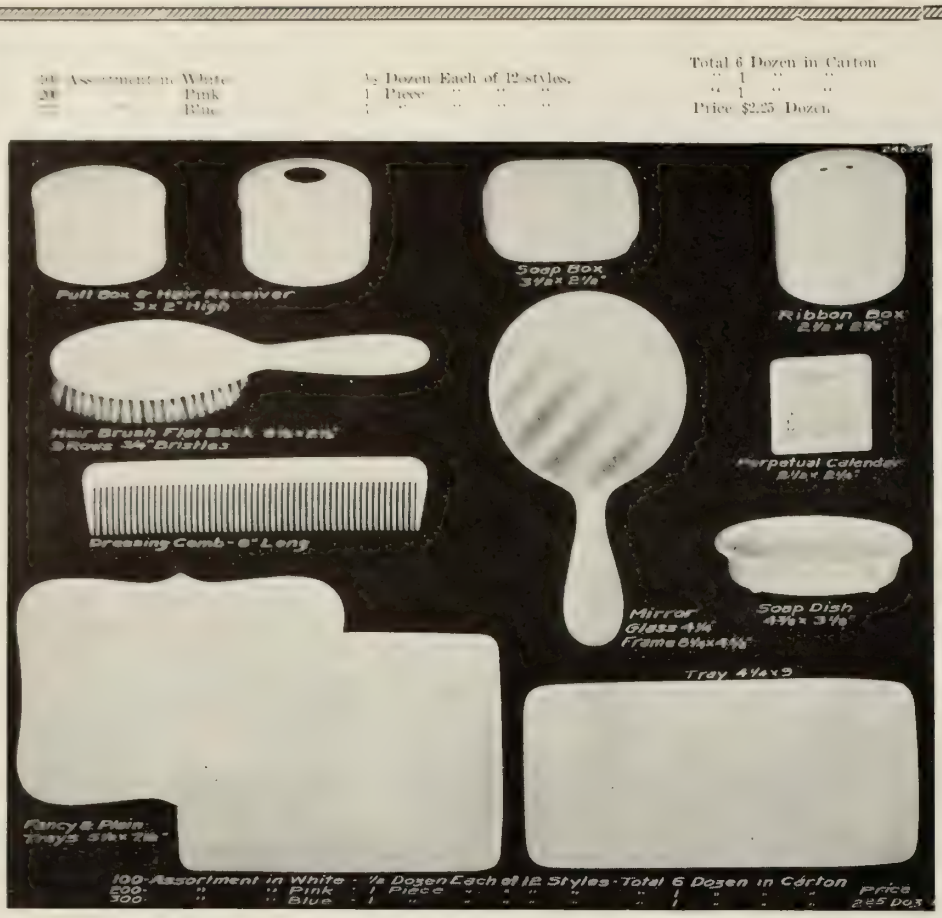
Wise Purchasers Take High Grade Satins

In satins, fancy all-over patterns are selling mostly for linings and kimonas, but plain colors in good qualities are being taken for gowns, wraps and suits. Colors as well as black are liked by smart dressers and with them rich brocaded satins in both light and dark colorings are used. One firm finds that brocades are selling better than at any season in the past two or three years. Tartan plaids are said to be the newest lining to meet with favor in Paris.

Especially with satins customers are considered wise who insist on buying the best, for cheap goods give very poor satisfaction. "Even at an advance of another 50 cents a yard that would be good buying," said a department manager, indicating a thick soft satin charmeuse, and indeed cheap goods are not wanted in the great majority of cases. Satin grenadines are selling along with all of the other better class goods.

Crepes, including pussy willows, and fancy Georgettes are in about equal favor, so far as the number of yards sold indicate, with satins. Crepes of course find their way into almost every type of gown and many of the light and bright shades of last Spring, especially golden browns, rose, cerise, canary, bronze, and greys are quite popular as

(Continued on page 122.)



Celluloid Novelties

Bought nine months ago before celluloid went up 33⅓%.

Best Seller.

Best Value in Canada.

We don't sell less than assortment as stated above.

GREENSHIELDS
LIMITED
MONTREAL

THE HOUSE FOR LACE

BENTLEY & CLIFTON
LIMITED

COMMERCE SQUARE
NOTTINGHAM
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Special lines for Makers-Up and Wholesalers.

Torchons, Vals, Novelties
Lace Cushion Covers
Toilet Sets, Etc.

Call and inspect our line at showrooms

J. GAGNON, Unity Building, MONTREAL

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" "Crystal"
Mercerized Cottons *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED
LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom: Bay and Wellington Streets
Toronto, Canada

These advertisement Cloth Brushes will be delivered f.o.b. Liverpool or London against payment in London.



Size of Brush, 6¼ x 1⅝ ins.

Size of Brush, 6¾ x 1⅝ ins.

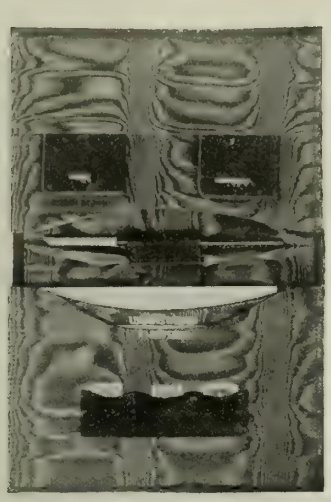
6 doz.	12 doz.	30 doz.	60 doz.
$2.75	**$2.50**	**$2.25**	**$2.00 per doz.**

This price includes a Celluloid Tablet, 5½" by 1" printed in two colours, fixed in the back of the Brush; your own sketch or wording.

This Cloth Brush is made of pure bristles, and is of best English manufacture. Quotations for larger quantities obtainable of

M. NEUHAFER & LEVI, Brush Manufacturers,
11 Fore Street, London (England

Write To-day for the "Julian Sale" Catalogue



It will be ready to mail to you in a few days—and every dealer in the land should have a copy of it. The best we have ever issued from the standpoint of the number of lines of the "Julian Sale" Leather Goods—described and priced—and the splendid assortment represented—the illustrations are made from photographs direct from the goods themselves. And that makes selection just as easy and satisfactory as though you were ushered in the "Sample Room" and could handle the articles themselves.

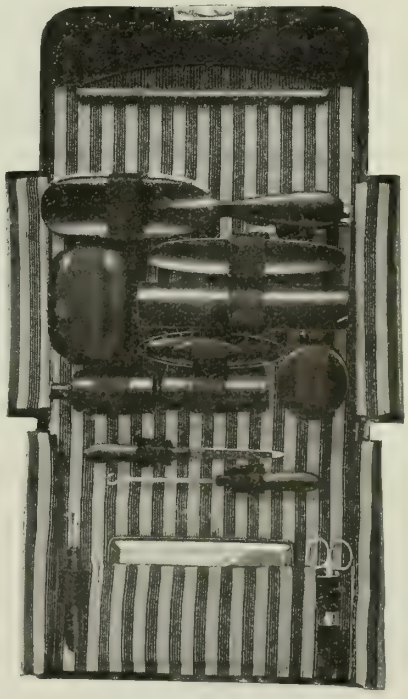
The "Julian Sale" stocks show any number of entirely new lines—besides splendid additions to the variety in other lines—and it would seem that for the holiday trade which you must have in mind by now, an assortment of the "Julian Sale" goods would be a necessity to rightly round out your holiday trade stocks in novelty, beauty and usefulness.

SO WRITE FOR A COPY OF THE CATALOGUE TO-DAY—AND DO YOUR SORTING UP FROM IT

Attractive Holiday Selections

Fitted Club Bags, Ladies' Dressing Bags, Ladies' and Gentlemen's Dressing Cases, Ladies' Hand Bags, Manicure Cases, Toilet Rolls, Strap Handle Purses, Jewel Cases, Letter Cases, Writing Cases, Music Rolls and Cases, Military Brushes in Cases, Collar Bags; an unlimited line of Parisian Ivory goods, in Brushes, Mirrors, Knick-Knack Boxes, Manicure and other useful pieces, and a hundred and one other things that the people will buy if they see them at the holiday time.

Give the "Julian Sale" lines the consideration they merit and the profit will be mutual.



THE JULIAN SALE LEATHER GOODS CO'Y, LIMITED

WHOLESALE—SAMPLE ROOMS—FACTORIES

600 King Street West . . Toronto, Ontario

J & J. CASH, LIMITED.



Cash's Woven Names Exhibit

THIS exhibit at the Canadian National Exhibition attracted thousands, who asked the question, "Where can the WOVEN NAMES be bought?"

THIS IS YOUR OPPORTUNITY to make a good profit on a line of merchandise requiring NO INVESTMENT. USE OUR SHOWCARDS AND LITERATURE.

SOLDIERS AND SAILORS find CASH'S WOVEN NAMES invaluable for marking all kinds of clothing.

Full particulars can be obtained by writing to

J. & J. Cash, Limited
South Norwalk, Conn., U.S.A.

or to our Canadian Agencies:

301 St. James Street, Montreal and
24 Wellington Street West, Toronto

Your needs in Toys and Games

will be well and promptly filled from our stocks. We have SLEIGHS, KIDDIE KARS, SNOW SHOVELS, MONOCOIL MOTORS, FLAG'S HOLDER. In GAMES we have "BERLIN or PARIS," "GRAND AUTO RACE," "CORTELLA," "ATTACK," "WUDPEG SOLITAIRE," "FLICK CHASE" and "LINGO," etc.

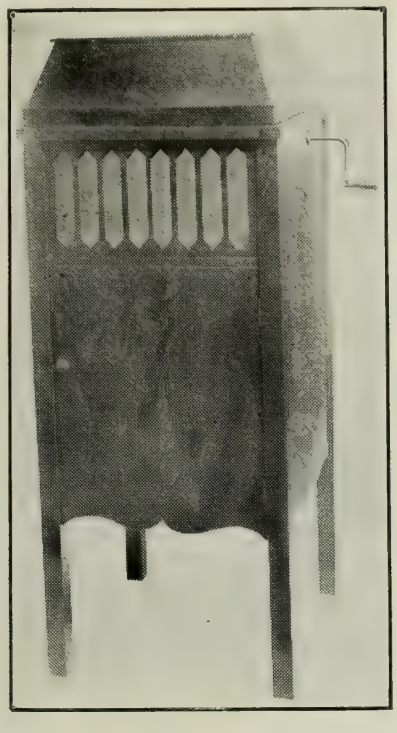
J. E. BEAUCHAMP & COMPANY
20 St. Nicholas Street - - Montreal

Agents at
Toronto, Winnipeg, Vancouver, Quebec, Halifax and St. Johns.

Wholesale Warehousemen Supplied

Millinery, Flowers, Foliage, Fruit, Feathers, Quills, Novelties, etc.
Crape, Welting and Lacing Cords, Braids, Tubular Cords and Fringes for Dress Trimmings and Children's Costumes, etc.
Piping for Sunbonnets, Lanyards, Tassels, Cords, Russia Braids and Cords for Boys' Sailor Suits, etc. Cycle Laces, Cord Guards, Pyjama Girdles, Tennis Jackets and Dressing Gown Cords and Girdles.
Fringes, Gimps, Cords, Rope and Braid for Upholstering, Millinery and Flower Wire, Chenilles, Plumes, Ruches, Crinoline, Artificial Braids, Plaits, Brilliant Hat Galon and Silk Ribbon. Artificial Embroidery Silk, Artificial Silk Braids, etc.

ROBERT C. PARSONS
Canadian Agent
Foy Building, 34 Front St. W. - TORONTO



Territory now open for live agents.

Write us at once for information

Extract from Toronto Globe, Sept. 1st, 1917.

MELBAPHONE.

A real novelty in Canadian manufacture is the Melbaphone. It is a development of the best in gramophones of the highest type, and in this alone a striking example of how rapidly Canadian manufacturing is overtaking and even surpassing the competition of two continents. The Melbaphone would be a credit to make. This feature of being made in the country enables it to be sold at a lower figure than other high-class gramophones, whether in cabinet or other form. The distributors for Canada are the Torcan Fancy Goods Co., and their stand is found in front of the Railway and Transportation Building, right in the centre of the grounds.

A special needle secures a wonderfully pure tone, and the records put on for *The Globe* examination were among the most striking in the purity and sweetness of result that could be got from any machine. The highest soprano notes of Pascuale, in her coloratura work came out clearly as a carillon, and was a surprise to listen to, even in these days of advanced taste in such things. The machines play all records, irrespective of make, Edison, Victor, Columbia, Pathe and all the others. The Melbaphone is made in six models, in table and cabinet form, and the designs are all capitally artistic. The wood used is first-class and takes the kind of polish the housewife delights to see in the room.

An automatic stop is claimed to be the simplest of its kind yet produced. The tone control is a simple matter of perfection. Another new and exclusive feature is that it is placed in front of the horn, which does away with the muffled tone that is such a bother in the gramophone control. As a sample of the interchangeability of the make, it might be added that these special needles can be used on any other machine.

The main thing, however, in the exhibit its the tone produced. This is exquisite in its full sweetness, utterly free from "machine" effect. Not only instrumental pieces, but the spoken voice and the sung song are perfect, running down as these do the whole extent of compass and up, as stated to the finest coloratura work of a leading operatic singer. A visit should be paid to this booth, where a demonstration will be at once arranged; it ranks as one of the less showy, but educational of remembrances of the Exhibition.

FOR SALE BY

TORCAN FANCY GOODS CO., LTD.

71 BAY STREET TORONTO

HOUSEFURNISHINGS

SPRING DRAPERIES

Good Range of Patterns—Some New Features in Scrim Curtains

NOW that the travellers are on the road with their Spring lines of drapery materials, it is possible to sum the whole range up and see what there will be new offered the trade. A DRY GOODS REVIEW representative was given a thorough showing of the line of one of the largest jobbers and manufacturers in this line of goods in Canada, and was satisfied from the range shown that there need be no shortage of window curtains, even if there should be no coal in the bins.

In import cretonnes there are a number of very pretty designs being shown. Possibly the most noticeable feature is the revival of the bird designs, the little blue bird appearing on a large number of the samples shown; trellis effects or what would possibly be more truly called tree effects, are good, while small closely packed floral patterns and stripes with solid back grounds are designs that will always make splendid bedroom curtains or box covers. A decidedly new pattern is one so closely resembling tapestry that it can only be told from it by the feeling. This comes in brown, green and rose back grounds.

In the colored scrims there is a range of patterns such as are usually used for cretonnes only. The effect achieved is good.

Cretonne Curtains Made Up

A line that this house is featuring strongly is the made-up cretonne curtains, made with valance and finished with pretty edgings specially made for this purpose. These are made 2½ yards long, with stitched heading ready for the pole, and can be had in any desired pattern.

The newer scrim curtains have designs woven in the fabric and are quite distinctly different from the plain bodies that have been popular for a long time. Some very handsome numbers are made with wide filet insertions and edging.

Nottingham lace curtains are being shown in a number of imitations of Swiss and hand-made lines, and it is hard to believe that they really belong to the "lace curtain" family. It is claimed that the handsome designs shown are going a long way to revive the lace curtain industry.

One manufacturer pointed out that dealers could help their drapery business by impressing upon their customers by advertising and sales talk that the most noticeable thing when a stranger approached the home, was the window. Particular attention should be paid to the blind, as nothing is so noticeable as a dark, cheap blind, even if the curtains are of good quality. Working along this line, many merchants, it is claimed, could induce people to inspect their windows from the front and try to get the viewpoint of a stranger approaching their home. The result would very often be a desire to make a change in some feature of their window hangings.

HOME RENOVATING

Ottawa Store Conducts Timely Sale in Housefurnishing Department

MURPHY-Gamble, Limited, Ottawa, are advertising a special Floor Covering Sale that commenced Wednesday, Sept. 26. The interesting part of their announcement is this sentence: "Money-saving chances for Ottawa home-makers just when the home renovating season is about to commence." This is a reminder that there is this very season now at hand, when people, who have been living largely on their verandahs, in their sun rooms or at their summer homes, are turning their thoughts to making the many little changes that add to the comfort and beauty of the home interior. In some sections it has been found that the Fall season is about as profitable to the Housefurnishing Department as the Spring. Everyone is compelled to spend a large portion of his or her evenings in the home during the dull Fall and Winter months, and little defects in the home furnishings become thus more prominent. It would seem that it would be good merchandizing for every merchant carrying a stock of floor coverings and draperies to make some such special effort as this to get after the business.

WALL PAPERS

Plain Effects Good—Fabric Effects Gained—Mulberry the New Color

WHATEVER effect the war has had on colors in dress from time to time, there has been no cessation in the constant stream of varying fashions. Wallpapers have come in for attention as well as fabrics, and in many cases the close relation between draperies, wallpapers, rugs and furniture has resulted in a succession of paper fashions that were introduced to harmonize with hangings that themselves drew their inspiration from the clothes that women wore or the new styles of headpieces that were the copestone of their costumes.

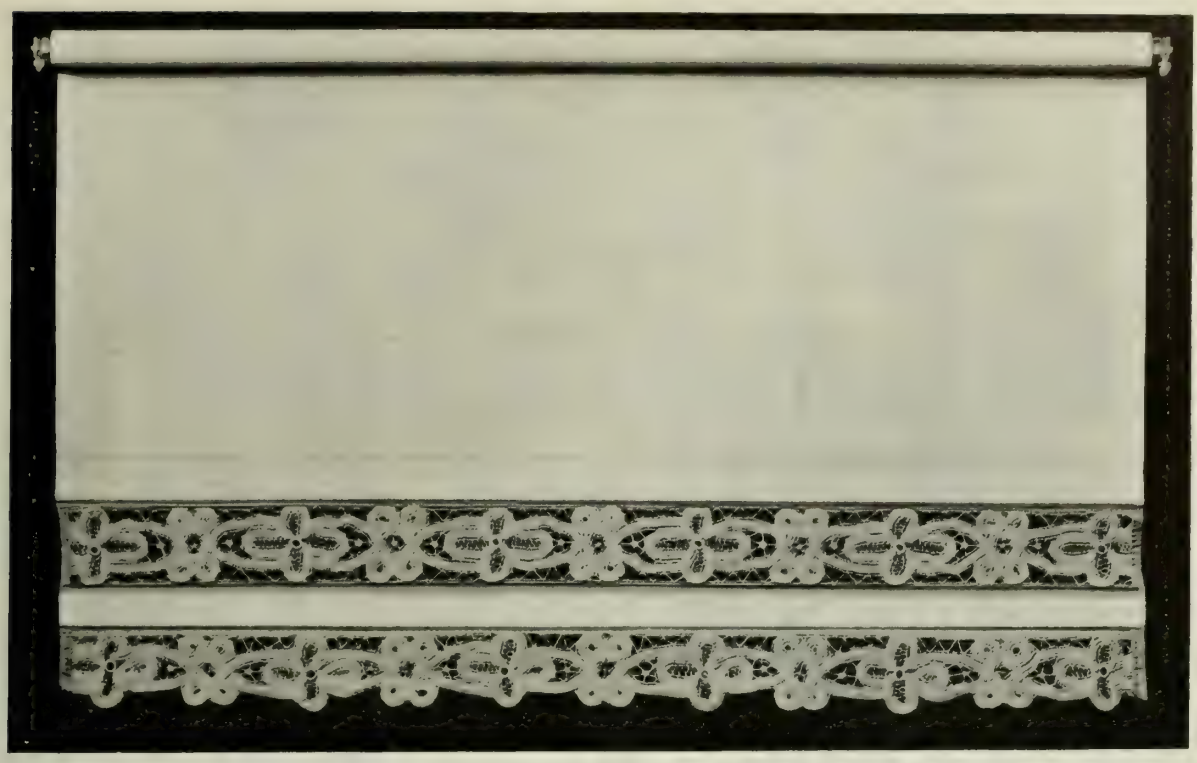
Plain or Semi-Plain

Perhaps the most significant note in wall paper fashions at the present time is the tendency to plain or semi-plain effects in coverings for sitting rooms, dining rooms, and libraries. This was brought out prominently a few years ago in the advent of the oatmeal papers that were destined to a remarkable vogue. Perhaps it was the fact that the prices of the later lines fell to a point where they became the popular decoration, and therefore killed them as a fashionable line—they were so "common." Perhaps it was that inventive genius, that is always at work to prepare for the inevitable discarding of present favorites, was looking ahead for a substitute, and improved infinitely on the original. At all events the oatmeals are weakening, and new claimants are in the field in the form of imitations of grass cloths, and in what may be termed texture or fabric forms. These are strong now in New York and are making their way in Canada this Fall, and are likely to be far in the lead for the coming Spring.

There is a pleasing combination of tints, a harmony of colors in these grass cloth papers, that imparts a beauty that the harder surface with the flecks of white, could never possess. They serve as a fine background for pictures, having a sort of neutral tone. The whole impression is a weave, rather than an ordinary paper, that fits in better with the fabric of the hangings and the rugs. It is the nearest approach to the real tapestry wall coverings that has been brought out yet, with the exception of the silk and satin finished coverings for drawing rooms, music rooms and the daintier of the wall decorations.

For the group of rooms that naturally go together, the sitting and living rooms, the dining room and the library, the colors of these plain and semi-plain effects are in keeping with the heavier style of the furniture and window decorations,—the darker shades, such as browns, and blues and the deeper tans. Greens have weakened decidedly, and reds are seldom seen at all. Dark greys come in some very attractive designs.

These are also brought out in the lighter shades for bedrooms but have



ONE OF THE NEW SHADES.

Showing one of the many handsome new lines of shade laces that are being produced for Spring. This one is from Geo. H. Hees & Son.

not displaced the dainty colored patterns that reign supreme in the upstair region.

The imitations of grass cloth weaves besides coming in the usual cross stripes are shown in up-and-down weaves as well, and in all varieties of colors.

A feature of the treatment of rooms with these plain papers is the leaning towards a narrow band or a narrow cut-out in place of the more elaborate, and deeper borders. Indeed in many cases a preference is shown for a perfectly plain effect with no border at all. Where these bands are used they run right under the moulding, and may be used as an edging down the walls in the corners, but seldom now in the form of dividing panels down the body of the wall. The "period" panels, with their elaborate patterns are being discarded.

A color that seems bound to make an impression in Canada this Fall, and more for the Spring, is "mulberry." This was a favorite in England just before the war, and this Fall is taking hold in New York, and has been introduced into Canada. This calls for light greys or light tans in wallpapers in contrast to the mulberry in the curtains or the upholstering of the furniture.

While plainer effects are being followed in sitting rooms there is a marked movement towards "verdure" or "forest" effects for halls. These, of course, come in all-over designs. Some of the favorite colors are greys and light tans, but deep colors are strong as well, with blues and browns as leaders.

For bedrooms the lighter shades, as always, are in demand. If anything the tendency is stronger towards the more delicate tintings, tiny patterns of pinks and blues and yellows, with a very light ground. Flowers are still to the fore in the patterns, and stripes are good also. Satin stripes in various widths are being shown in the whole range of the lighter shades, but with old rose and blue as strong favorites of late, the demand for yellow has been growing. The deep cut-out borders are still strong but there is observable here as in the case of the other rooms a feeling for the narrow bands, the binders and the trimmings.

A feature of the bedroom papers are the stripe effects. These come in the cut-out borders too.

Black is not strong but it is seen occasionally in a sort of basket weave effect, giving a sort of snappy touch, coming in a border with a lighter combination of colors alternating.

For drawing rooms a new line that is selling well is an imitation of silk patterns, in delicate shades, green, blue, champagne, yellow, rose and pink, much on the pastel order.

A paper that is a direct copy of chintz patterns shows all-over patterns of flowers and birds in a variety of colorings, most of them quite pronounced. Black and white combined with deep colors come in these designs also, and shadow effects are likewise reproduced. These would be used with similar hangings but a plain rug. Most of these papers are copies of English chintzes.

MAJOR F. R. SPENCE DIES OF WOUNDS

Word has reached Toronto of the death from wounds, received in action, of Major Francis Robert Spence, 162 Glencairn Avenue, Toronto.

Major Spence was the son of the late R. W. and Mrs. Spence. He was born in Belleville in 1879, but he lived practically all his life with his family in Toronto. He was educated at Ridley College and later on joined his father in business, and he was connected with his firm, Burton, Spence & Co., for some years. Later he was interested in the firm of Bolsby & Co. Major Spence had traveled all over Canada before enlisting for active service, and was known in the dry goods trade from coast to coast.

He enlisted in November, 1914, and took out a commission in the 23rd Northern Pioneers of Parry Sound, and went to England as company major with the 37th Battalion in February, 1915. After six months' training in England he was transferred to the old 2nd Battalion, retaining his rank as major, and sent directly to the front, where he has been ever since.

He was unmarried. One brother, J. J. Spence, and his mother survive him. Previous to enlisting he lived with them at 162 Glencairn avenue.

Major Spence was the second of his family to die for the Empire. Another brother, Dr. Harold Wilkie Spence, went through the South African war as army surgeon, and while serving contracted a fever which caused his death some time after the war ended.



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-:- SPRING, 1918 -:-

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LINOLEUMS and FLOOR OIL CLOTHS

Important Announcement

NEW SAMPLES

of these lines are now in the hands of the

WHOLESALE DRY GOODS TRADE

and an inspection of our range will, without doubt, prove profitable and interesting to every dealer in housefurnishings throughout the country.

For 1918 we have produced the largest range of new designs ever issued by us and the trade will find our sample books to contain the choicest selection and greatest variety of patterns in Linoleums and Floor Oil Cloths ever submitted. As usual, not only are our various lines made up in qualities to suit the Canadian climate and trade, but all patterns are chosen with a view to exactly suiting Canadian tastes.

QUALITY DESIGNS PRICES

to suit the Canadian Trade.

MANUFACTURED BY

The DOMINION OIL CLOTH CO., Limited

MONTREAL

MILLINERY

FALL AND WINTER STYLES AS NOW ESTABLISHED

Prize-winning and Other Striking Models at Fashion Show—Many Elaborate Creations Augur Well For Millinery Trade—Many Matched Sets and Fur-Trimmed Chapeaux.

THE first Fashion Show of the Retail Millinery Association of America, held at Castles-by-the-Sea, Long Island, brought out a horde of clever creations embodying ideas which



Winner of the Blue Ribbon, Class A.

will be of very extensive use to the millinery trade of this continent. It is therefore with much pleasure that we reproduce in the accompanying illustrations, the eight prize winning hats at the exhibition.



Winner of the Red Ribbon, Class A.

The hats were divided into five classes and were displayed on living models. Class A consisted of hats selling from $36 to $42 per dozen. The winner of this class was a jaunty bolero shape in the new champignon (mushroom) tan, with black velvet facing.

The crown, corded in spiral effect, was surrounded by a revers dented to form evenly spaced ripples. Each dent was marked with little cabochons made of velvet piping in the tone of the hat.

The Red Ribbon, second award, went to a broad-brimmed cloche of pansy velvet, faced with faille in the same tone. The trimming, very attractive in its originality, being formed by a wreath of escaladed fruits (apples, grapes, pears) and padded roses, was made of silk in brilliant Bakst colors.

A tall draped beretta of Nubian brown velvet puffed in pleats through which a large-linked ivory chain was laced, won the Green Ribbon. This chain closed in front with a carved Chinese idol pendant. The hat was a copy of a recently imported Paris creation.

Class B Winners

Class B comprised millinery ranging from $48 to $72 per dozen. The Blue Ribbon was won for a tall turban of black velvet, the entire top submerged under a huge shower pompon of burnt feathers shading from creamy beige to deep mushroom.

The Red Ribbon went for an exceptionally clever boat-shaped toque of black panne velvet. This was lent a dashing note of length and slenderness by means of two sharply pointed black wings extending across the entire side of the top of the toque and projecting far beyond front and back. A short string of metal beads adorned the left side.

The Green Ribbon hat, was a quaint little model of taupe panne velvet, conspicuous by a six-piece crown twisted like a Turkish minaret, trimmed with three little fan-shaped wings, and completed by a small cloche brim of African brown velvet.

Class C More Elaborate

Afternoon dresses and dressy coats furnished an appropriate accompaniment for the hats included in Class C—styles ranging from $78 per dozen and upward. A set was given the Blue Ribbon. It consisted of a capeline of taupe faille with fur crown, and graceful scarf-



Winner of the Green Ribbon, Class A.

wrap of the same material, fur-edged, and a little muff of old-fashioned design in which the two materials were likewise combined.

The Red Ribbon went in appreciation of a picturesque capeline with taupe vel-



Winner of the Blue Ribbon, Class B.

vet brim, and crown entirely formed by a mass of burnt feathers, also in taupe. An Egyptian motif of silver filigree and buffalo horn completed the smart ensemble, trimming the centre-front of the crown.

Another matched set, won the Green Ribbon. Both hat and scarf were pronouncedly military in character, and in



Winner of the Red Ribbon, Class B.

both horizon blue duvetine was combined with squirrel fur. The hat, a tall turban, was made with flat disk top, pleated side and edge finish of fur, and its right side trimmed with a small quill motif of duvetine and fur. In the stole, the high loose collar and portion covering the shoulders was of duvetine, the lower part of fur.

Class D from Retail Stores

Fall chapeaux from exclusive Fifth



Winner of the Green Ribbon, Class B.

Avenue establishments made up Class D.

There were some ultra-chic designs among them being a tall cabriolet poke with broad visor brim; pervenche velvet draped the hat and formed a loose, rigid flange, cross-stitch embroidered in ibis and rose. A black panne velvet hat with horizon blue duvetin facing was noticed, also a tall-crowned cloche, smoothly draped with hydrangea blue satin over which drooped a fringe of black silk cord, fastened to a little silver circle about the crown tip. A narrow band of grosgrain ribbon held the cord fringe in place about the base of the crown.

A restaurant hat of maline-veiled gold brocade trimmed with single strands of paradise was very striking. Also a charming matched set—kepi turban and dolman cape—of turquoise duvetine and moleskin. The turban had a softly draped crown embroidered in gold and dull green, and banded with a thick cord with wool pompon finish.

There was a jaunty little tricorne of black panne velvet, the crown overlaid with scallops of tarnished gold lace, also an immensely tall casque draped in chanticleer effect. This was developed of velvet in the queer purplish brown termed vanille and trimmed with a commensurately wide band of iridescent pheasant plumage.

A moleskin hat was conspicuous by a unique trimming of knob motifs made of small wooden beads and placed at the sides of the flaring brim. The crown was draped with metallic brocade in soft blues and browns, shot with antique gold, and consisted of four mitred sections.

A dressy bolero shape of hazelnut brown panne velvet was faced with Nubian brown velvet. The brim rolled up, keeping close to the crown and was edged with an uncurled ostrich plume in the tone of the facing. A stunning large-brimmed Louis XVI shape was draped with shell pink embroidered black tulle, faced in pleated maline and outlined with a border of kolinsky. The brim and its facing were worked separately at the gracefully flaring back revers displaying a dainty arrangement of silk flowers in hydrangea pink and blue sandwiched between the two filmy layers of fabric. The front of the crown showed the same decoration.

A draped turban of gold embroidered brocade, very full and exquisitely soft in outline, was trimmed with a wreath arrangement of paradise, rising at a daring angle from the centre-front. There was also a small but tall cloche hat in which the popular fur of the hour, moleskin, was employed to the exclusion of all other materials, save a panache of three uncurled taupe-colored ostrich plumes fastened in the centre-front and held in place by a crown band of the same plumage.

Members Provide Class E

Class E was reserved for the display of Fall millinery designed by members of the R.M.A.A. The first model shown was a large portrait hat of black velvet, trimmed with two sweeping sprays of paradise in the new electric blue shade. Then followed another picturesque chapeau in which the conspicuous feature was a crown completely covered with strands of burnt feathers. One striking model was in the shape of a deep blue velvet canotier, with circular bandeau of rolled silver cloth, and a smart garniture of wheel motifs made of aigretted plumes. A puffy beretta crown, was made of tapestry blue velvet and effectively trimmed with flower appliques in coral and champignon (mushroom beige). A quadricorne of black hatter's plush, featured the new slashed brim revers, flatly folded back against the crown, and outlined with rolled ostrich



Winner of the Red Ribbon, Class C.

banding. Napoleonic in design was a black panne model with high, gracefully curved revers, and a simple but chic trimming of gray silk tassels.

The hats as well as the costumes displayed the colors already emphasized in earlier issues of DRY GOODS REVIEW. Copper, nasturtium and mahogany browns were particularly prominently featured, in clever combinations with beige, dull gray or African brown: Deep



Winner of the Green Ribbon, Class C.

wine and beetroot tones were also much in evidence, sombre greens, dull grays and mushroom tans, deep purples and grayish blue on the grape and sphinx order following next. A few designs in brilliant cerise and flower reds were there to predict coming popularity toward Midwinter and metallic touches; embroideries and beaded motifs were noticeable everywhere.

MILLINERY GIVEN SPECIAL ATTENTION

Large Hamilton Store Feature This Line Strongly — The Plan of Specializing on a One-price Hat—Children's Headwear Made a Leader—Living Models Used at Fall Opening.

THE idea of specializing on a line of trimmed hats to retail for $5.00, and which bear the legend "Never more—never less" is sufficiently original to be worthy of more than passing notice. As developed by the millinery department of "The Arcade", Hamilton, Ont., it is worked out along the following lines.

It was felt that there was a big demand for a high-grade hat that could be sold for the moderate price of $5. In order to supply this demand, the mark up considered essential for a successful millinery profit, could not be considered. In order to make the smaller margin answer the requirements the idea was evolved of watching this table of hats carefully and never allowing the necessity to arise for a cut price on any of these special models. The public were thoroughly educated to understand that they would never have an opportunity to buy these models at $1.98 or even $4.98, but being special value at $5.00 that price would be maintained until disposed of.

DRY GOODS REVIEW was informed that since inaugurating this policy they have never had to break this rule, the value given was as good that the demand was always equal to the supply that the work rooms were able to turn out.

This special range of models, was further featured by being called "Lucille" models, and the card standing always on the table reads "Lucille" models, $5.00, "never more—never less". Every one of these special hats are made in The Arcade's own work rooms and are fashioned after New York and Paris models. The two ladies in charge, Miss Adams and Miss Spiece are emphatic in stating that these same hats could not be sold in the regular way under $7 to $10.00.

The large bright millinery department of this store, is very attractive, being so well lighted that the window shades on one side or the other have to be kept down during the bright hours of the day.

Another feature that is noticeable is the splendid range carried of children's headgear. It has pointed out that, in so many stores there was a gap between the infants' bonnets and the styles suitable to girls of 10 or 12 years of age. The Arcade have made a special study of this end of the millinery business and carry stocks of hats suitable for every aged child, from the infant of 6 months to the young lady of 13 or 14 years. This part of the department is kept separate from the main millinery show rooms, and is so arranged that the successive ages follow each other in the display.



A DAYLIGHT DEPARTMENT

Millinery department of "The Arcade," Hamilton. The display table at the front is used for special range of $5.00 hats.

Incidentally the children's ready-to-wear department faces across the aisle from the headwear and the two work together, each drawing business for the other.

For their millinery openings of September 13, 14 and 15 this firm used living models. These were brought from Toronto, and exemplified the lines of ready-to-wear and millinery at the same time. The store was kept open for a couple of evenings, for show purposes only, and a large proportion of Hamilton's fair sex visited the millinery and ready-to-wear parlors. One item in the general policy of this store might be mentioned here, that of remaining open every Saturday evening, although all the other stores in Hamilton, of its size close at 6 o'clock.

To even things up for the staff, the management gives them Wednesday afternoon, the year round and during July and August, this time off is increased to the full day. Mr. Kennedy, the merchandise manager, stated that the arrangement was most satisfactory both to the firm and their employees.

CANADIAN MILLINERY

Early Predictions Confirmed—Ostrich a Fashion Note at Many Displays—Comments From Fall Opening Advertisements.

DURING the month of September Canadian Fall Millinery has blossomed forth in all its loveliness in the retail stores. In general, the features of the wholesale displays and of New York and the available Paris models, as described in these columns in July, August and September, have been followed, but the results of the inspiration from those creations constitute the actual millinery being worn now. It is gratifying to wholesalers and manufacturers to note that almost every attempt at real novelty which they have brought out this year, has been accepted. The tendency towards soft effects in brim or crown, or both, is marked. Tire brims and clam shell brims, berettas and Bishop's crown shapes are features. Lyons velvet, panne velvet, oriental velvet and hatter's plush have invaded factory and workroom alike. Liberal purchases have been made of ornaments, appliqued and beaded effects, spangles and wool decorations, also feather breasts of pheasants and chicken, and many bandeaux mounts and fancies of coque, hackle, burnt goose, burnt and drenched ostrich, and burnt coque, small bunches of dull colored flowers and fruit have some recognition.

Ostrich Reviving

Ostrich has appeared quite frequently on high-grade dress hats in medium and small clusters and in beautiful plumes, usually long but doubled over in short, broad effect, as illustrated in September DRY GOODS REVIEW. Ostrich plumes used flat, uncurled and drenched are also seen and one of the most popular of dressy crowns is cov-

ered with four curled plumes, one at either side, one front and one at back, mounted on a velvet base and standing in tepee fashion with their tips curled in together high above the centre of the hat crown. The favorite shades purchased in ostrich are prunelle, taupe, nigger brown, dark green, corbeau, khaki, Burgundy and black.

Fur trimmings, too, are appearing in the shops and promise to be popular for midwinter. Metallic laces, chenille soutache, fringe and long flat silk tassels are also accepted.

Color Range Extensive

Colorings show much variety by both big color range and numerous combinations. Dark colors have the lead, but many light and brilliant effects relieve the sombre hues. Brown, taupe, green, navy, grey, wine and raisin shades are the leaders at present, but frequently one sees intermingled French blue, terra cotta, beige, crimson, scarlet, flame, burnt orange, tobacco, raspberry, beetroot, purple, mushroom and Cuban brown.

Sport hats of scratched or Tyrolean felt are among the fall novelties that are being shown. They are seen in the higher priced lines, and the shapes include mannish sailors, Alpine effects and small mushrooms, trimmed with bands and small feather fancies. Brown, green, navy, and grey mixtures are the leading shades at the moment.

Excerpts From Fashion Announcements

Following are some interesting fashion notes gleaned from the opening advertisements of some of the best known Canadian stores:

"Copies of Paris Hats will be shown featuring chinchilla, moleskin and close-clipped beaver combined with gold and silver ribbon; luxurious velvets with curled ostrich, stripped osprey, cut-steel and jet; velvets with hand-appliqued panne velvet in the form of gorgeous flowers and foliage; brocade velvets lavishly adorned with the most silken of fringe and chenille; velvets fit for a queen combine with transparent cloth of gold."—Almy's, Montreal.

"They (referring to Paris and New York designers) all favor taupe, tank grey, nigger brown, purple and the raisin shades; these are sometimes combined with touches of such bright shades as flame, cerise and sand. In trimming there is a good showing of underbrims and bandings of burnt goose made in a very fine quality in all the new shades. Hackle has again come to the front along with ostrich, and these are shown in many novel ways. Wings and French ornaments are also in favor,"—Simpson's, Toronto.

"New models with the popular shirred brim and soft crown. Trimmed with narrow ribbon. Very smart. Trimmed sailors are of velvet or hatters' plush and come in medium or large sizes, being trimmed with ribbon bands and bows."—The Right House, Hamilton.

"An Alpine Chasseur model hat has been carried out in the softest of brown satin, quite a deep brown, and the droop of the crown to the right is emphasized by the cascade of partially burnt ostrich



SMART AND DRESSY

Drenched ostrich is the topmost attraction in this clever bit of headwear.

in matching tones. This has the tiniest of brims with a slight curl on the left. One of the largest and smartest of black velvet hats has a folded band around the crown and the soft ornamentation is two tiny ostrich tips exactly in the centre of the front of the brim edge." — Goodwin's, Montreal.

"Dress and Tailored Headwear, showing fashion's infatuation for the velvet hat with the large draped or gathered crown, with large, small and medium brim. The designs range in size from the close-fitting turban to the huge picture hat rolling up high at the back or side. Folds or flaring pleats of velvet serve by way of trimming, with goura mounts, ostrich bandings and jet and metallic ornamentation adding their effective aid. The colors of chief favor are mole, purple, beetroot, mahogany and raisin brown."—Murphy's, Montreal.

"Models for street, sport and dress wear from Paris, New York and our own workrooms, exemplifying fashion's partiality for the wide, flat brim in dress hats, the soft, rolled-back brim in the hat for tailored wear, and the large, limp crown in any type of headgear milady elects to put on. In all of which is revealed the pronounced vogue of taupe, beetroot, purple and navy blue, by way of coloring, and of ostrich tips, ostrich and fur pom-poms by way of ornamentation, though often the only finishing touch is a bow or drapery of the velvet itself."—Eaton's, Toronto.

"Hats are showing the greatest diversity in shapes. There are high draped brimless turbans and high draped turbans with tiny brims; large flat hats with flat trimmings and wide brimmed hats with high soaring trimmings. There are soft crowned toques with brim rolled high at the back and low in the front, or the reverse. Alpine hats, draped crown sailors, and Boy Scout shapes. There are styles from the Spanish, hats that are adaptations of the Breton sailor and hats in the Directoire style. There is the broad brimmed soft crown hat similar to the campaign hat of the American soldier."—Freiman's, Ottawa.

"The new woven shapes are a real novelty, and so is the trimming which is in many cases a part of the hat itself, and formed of flowers in blending tones. Velvets are seen in all shapes, but the purple tones are prominent in many of the best shapes. Quite the rage in the largest fashion centres of the world are the sets of hat, stole and handbag to match, and they are seen at their best at Gordon Drysdale's. The prevailing colors are navy, and the rich subdued shades of the moment. Among the favored materials chenille, the rage of ten years ago, has come into its own again; and with velours and hatters' plush, is employed in many feasible ways. Wool trimmings, touches of gold, fur, and all the hand-made effects are greatly to the fore."—Drysdale's, Vancouver.

"Taupe and purple are the leading shades in this season's hats. Dark shades are equally appropriate. Dull silver and gold ornaments are much in favor, and touches of silver, gold and fur are in evidence. Hatters' plush and beaver hats are shown in sailors and small shapes. Ready-to-wear hats are soft and tailor trimmed. Dress hats are mostly flat with quite a bit of ostrich and soft feather trimmings, and ornaments of dull silver, gold and fur. Wings vary in style and colorings, and flowers are small and very pretty."—Robinson's, Hamilton.

"The sailor is here again, and this popular style seems never to fail. They are seen at the Hudson's Bay in several new aspects; with rolled and straight brims, and the crowns round or square, simply and elegantly trimmed with a wide band of ribbon in the newest shades of green, brown and blue. A delightful line in sports hats show crush styles in velour, the prevailing colors being purple, mole, Russian green and crimson. These little hats are just the right thing for winter sports and travelling, on account of their durable qualities."—Hudson's Bay Co., Vancouver.

"Hats are both large and small and shown in combinations of pile and panne velvet, with a great deal of feather trimming, especially in the trimmings made from ostrich. Tam crowns and variations of these are shown, draped crowns and those of velvet shirred on cords. Small Gainsboroughs and picture types are good in the dress hats, in addition to the large number of toques, while simple sailor styles in velour hold an important place amongst the ready-to-wear hats. Black velvet shapes for matrons include a smart toque with crushed crown in the Mercury effect. In the juvenile department, hats are mostly in soft styles of velvet and fur trimmed."—Morgan's, Montreal.

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Man-Size Conversation

Something about Jones---The Test Question that Silenced Jennings---Where Jones gets the information that makes him listened to when he speaks.

AFTER the little group had finished their cigars, and were about to separate, each going his own way, Brown said to Smith: "Wasn't Jones great? And didn't he put it all over Know-It-All Jennings?"

It was just such a group of men as you see gathered every day round a luncheon table, or in the club lounge; and the theme of the conversation was likewise common enough—the present business situation, and the probable situation when Peace is made.

At first every man had opinions to declare, but most of all Jennings. Jones was, at the beginning, the silent one. But at a point when Jennings, with his usual cocksureness, was voicing some extravagant views, Jones rather jolted him by asking him, "What is your authority?" And Jennings didn't have authority—nothing more than opinions.

It was then that Jones began to talk, and his tactful, well-informed views and statements instantly commanded the attention of every man round the table; for every man was learning. Even Jennings had the grace of keep quiet, for he knew he was listening to a better-informed man.

Jones has a staggering question to put to men with opinions which they express boldly and confidently. It is: "What is your authority? Your opinions are no better than your information." The average man expressing opinions doesn't possess much solid information; he just "feels" that way.

Every man not an idler is interested in Business—first, in his own business; second, in the Nation's business. Whether he be a retailer in a country town; or a manufacturer; or a lawyer advising clients on investments; or a bond-dealer needing to know much about the many factors that affect prices; or a banker; or a private investor whose funds, invested or waiting investments, are his main source of income; he is interested in Business, and he needs information—the real stuff which is the basis of opinion.

Where can each get the kind and amount of information desired?

Let him get it where Jones gets much of his information —from THE FINANCIAL POST OF CANADA.

Jones does a good deal more than just pay $3 to get this paper every Saturday; he *reads* it. To him the POST is the newspaper prized most of all. He sets aside a certain set time each week for reading it. It satisfies him because its views are based on information, and information is the POST'S chief material.

The POST keeps Jones soundly and broadly informed about the business affairs of the country. He finds that the POST takes a business-like view of all questions; that it is not influenced by any political factions or "interests," that it tells the truth whether the readers like it or not. He knows that little of importance will occur in connection with the business of the country without enlightening information or comment appearing in the POST.

He gets the best-informed news about listed and other securities, in the POST:—Milling, Transportation, Pulp and Paper, Iron and Steel, Electrical Enterprises; and so on. This weekly Security News he finds is of an authoritative character —usually signed—prepared by specialists, who, from the nature of their daily work, are in intimate touch with the factors that affect prices, and with high-up or well-informed men who have *knowledge.* Jones finds no other paper in Canada attempting to give the service the POST does in relation to listed securities.

Jones finds the POST'S editorial page stimulating. He enjoys the biographical stories of Big Men which appear in the POST. The article each week by Agnes Laut gives him information gathered by one of the best informed and highest paid writers in America. In short, for Jones the POST is a treasury of information about Business; and it is Business by which Jones earns his bread and butter and something more.

When Jones mingles with his fellow men, and Business is the Theme of Conversation, most men are willing to listen to him, because his opinions are based on sound and reliable information.

Now, what is the application of all this? It is that you, the reader of this advertisement, may also make yourself a well-informed man about *Business—by reading THE FINANCIAL POST.* The $3 it costs per year is neither here nor there to the man who really wants to *know*—to have knowledge about matters and markets pertaining to his own business; and about the Country's business.

If you want your opinions to be well-informed; if you want a wide knowledge of Business; let the POST go to your home each Saturday. Sign the coupon below. Send no money now. Have the bill go forward in the usual way.

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SPECIAL INTERIOR DISPLAYS FOR SATURDAYS

J. M. Yonge & Co., of Brantford, Give Special Market Day Displays — Whole Interior Decorations Changed Twice Every Week—Goods Advertised Specially Featured—Customers Can Largely Help Themselves

WHILE many dry goods store's feature other lines such as stationery, jewelry or toilet goods, J. M. Yonge & Co., of Brantford, feeling that their space was somewhat limited, have decided to make their store a specialized, exclusive dry goods store. The first impression gained by a DRY GOODS REVIEW representative on entering their store, the other day, was that this was a dry goods store indeed. The counters and display tables were plentifully and tastefully decorated with linens, dress goods, silks, wash goods, etc., and the general effect gained was that of a well stocked store that had merchandise to show, and was anxious to show it.

J. D. Hall, merchandise manager for this progressive firm, stated that this was one of their ordinary week day displays. Every Monday, the decks having been cleared at closing time on Saturday, the entire display is changed, and the lines then shown are retained on display until Friday night. On Saturday morning, however, this entire display is again changed, and a special feature of this week-end spread is showing completely the lines that have been given special price prominence in the papers for Saturday's selling.



SPECIAL SATURDAY DISPLAY.

Showing how price cards are freely used. This price display is on for one day a week only.

The idea carried out all through, to put it another way is that on all week days the display features styles, new goods, new fabrics, special shades or designs, while on Saturdays the price is featured as the prime consideration, and price tickets are freely used. The principal reason for this is that all through the week the customers are largely the town people with whom price is not so much a consideration, as the style or quality, while Saturday, being Brantford's famous market day, brings the farmers in to do their shopping, and with a number of these keen buyers, the price is a considerable inducement.

The goods that are advertised specially for Saturdays, are, therefore, prominently shown, with price tickets attached, and during the busiest hours, many of the customers look the goods over and practically sell themselves.

One thing that Mr. Hall emphasized was the fact that their salespeople are carefully instructed before hand on all specials advertised so that when the customer asks for something that he has seen in the newspaper announcements, there is no delay in showing him the lines specified. While, of course, the common sense of this idea is apparent to everyone, it is nevertheless a fact that many of the stores throughout the country neglect this very important detail, and in consequence, considerable confusion and dissatisfaction are caused when a clerk is asked for some special



TYPE OF USUAL DISPLAY.

This illustration gives an idea how J. M. Yonge & Co. give prominence to displaying fabrics. This display is fresh every week.



A FUR WINDOW OF INTEREST.

Holt, Renfrew & Co., of Winnipeg, show exhibit of Eskimo furs. These were brought from the north country by the mounted police. On the same trip two Eskimo murderers were brought to Calgary for trial.

advertised line that he has never heard of before.

In wording advertisements, Mr. Hall feels care should be used at present time, when advertising an article at a special price, that the price should not be marked "regular so and so," but "worth so and so," as his firm, like many of the larger stores, by early buying, are able to give genuine bargains, from the viewpoint of present values, although the goods may never have been marked at a higher figure than the one named. Care that the truth is thus adhered to is essential Mr. Hall claims, as once in a while a customer may appear who will have bought some of the line advertised at the same price at an earlier date, and whose opinion of the store's integrity might receive a jolt if she read that this line had been regularly a good deal more than this.

FALL FIXTURES

Black Jersey Has No Chance With Flesh Enameled Stands—Advances in Prices — Ready-Made Valances.

THE advent of the Fall season in display is showing an increasing demand for the flesh colored enamel stands, as compared with the old black jersey. The flesh tinted goods have advantages that are commending them for nearly every type of article, both in the window and for interior display. The black is too heavy—this, by the way, was a very belated discovery after the flesh tint had been introduced. The latter also is more delicate, and does not obtrude itself as the older one did. It is more suited to the character of the finer classes of neckwear, waists, dresses, etc., and in the case of heavier cloth coats or suits the suggestion of the neck showing is one of the strongest features of these goods. One of the largest manufacturers in Canada stated to DRY GOODS REVIEW that he had not more than a couple of calls in a whole month for the jersey cloth of late.

To some extent these have replaced the wax figures, especially where the element of price enters. Prices, by the way, for the Fall on practically all lines of fixtures have advanced considerably. One maker states that tubing that used to cost two cents is now ten; brass that was 15 to 18 cents per lb. now costs 65 to 70 cents; and mirrors that were $4.50 cost $10 by the wholesale. As a result the prices on all metal stands, and nearly everything else is up 40 to 50 per cent.

One firm is pushing a novelty line for Canada in the form of ready-made valances for the window fronts. There are comparatively few stores in Canada where these are seen, although they are common in the United States. They add to the attractiveness of a window display, giving it a finish that is difficult to secure otherwise. These valances are sold usually by the yard and can be bought to suit any size window. The depths run from 11 to 24 inches.

PERSONAL MENTION

The sudden death of Augustus Cameron, dry goods merchant of St. Stephens, N.B., took place on Aug. 29.

T. W. Watkins, the founder of "The Right House," at Hamilton is seriously ill. Mr. Watkins has made his home in Toronto in recent years.

D. J. Brosseau is the newly appointed manager for Stanley, Mills & Co. Hamilton. Mr. Brosseau has been conducting an efficiency bureau at Chicago, Ill.

James Mackenzie Alexander, president of S. F. Mackinnon & Co., and one of the prominent figures in Toronto wholesale circles, was called by death on September 18.

The death occurred on September 18 of Jno. M. Coombes, for thirty years a commercial traveller in Western Canada. He has been representing the C. Turnbull Co., of Galt, in recent years.

Miss Edith Atkin of St. Thomas, has accepted a position with the T. Eaton Co., as preceptor of general efficiency and deportment. Miss Atkin will familiarize herself with the systems adopted in other large stores for the education of employees in the ideals of salesmanship and it is expected that her work will be highly appreciated by both salesforce and their patrons.

Rev. (Major) Crawford Brown and Rev. Thomas Eakin conducted the funeral services on Sept. 21 at 3.30 for the late James Mackenzie Alexander, president of S. F. McKinnon Company. The mourners were Lieut.-Col. P. Alexander, R.C.F.; Mr. William Alexander, Montreal, and William Davidson, K.C., Toronto.

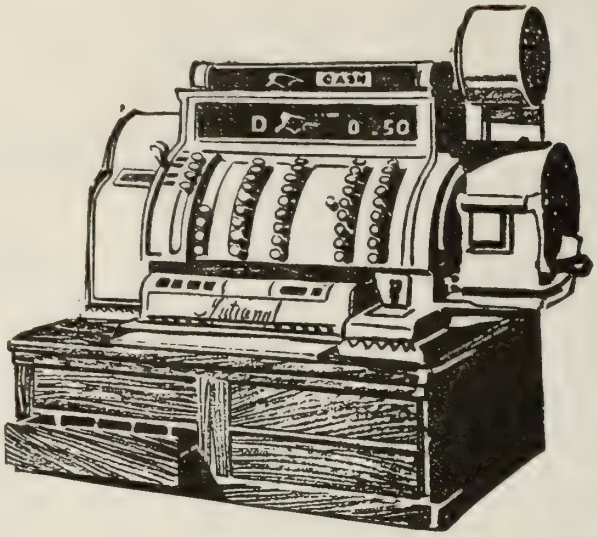
The pallbearers were Mr. Walter Wilson, Montreal; Lieut.-Col. Michie, Toronto; Lieut.-Col. Robertson, Toronto, and Messrs. Frank M. Gray, W. B. Maclean, J. Stewart Sheaff, J. S. McKinnon, William Guthrie, Charles Reid and Mackie, all of Toronto.

The flowers were very numerous, from St. Andrew's Society, employes of F. S. McKinnon Company, board of managers of St. Andrew's Church, directors of F. S. McKinnon Company, Lieut.-Col. Darling and officers of the 48th Highlanders.



DECORATIVE VALANCE FOR WINDOW FRONTS

This is a type of decorative valance that is being introduced into Canada. It is 15 inches deep, cut out in applique design, finished with underlined mercerized cord, and trimmed with heavy bullion fringe. In any fabric or color. Shown by Delfosse & Co.



The Experience of Successful Merchants

YOU would welcome the advice of over 1,000,000 successful merchants as to the best and most efficient way of conducting your business.

This is precisely what you get when you install a modern up-to-date National Cash Register. For over thirty years the National Cash Register Company has received suggestions from merchants all over the world as to the best way of perfecting Cash Registers. These ideas are put in practical operation by our expert mechanics—and the result is a machine which is almost human in its workings. In one particular it differs—it never forgets—it never makes mistakes.

A National Cash Register will relieve a merchant of needless work and worry. It will give him time to look after the bigger things in his business.

It is to your interest to write us to-day. We will show you how a National Cash Register will save you money.

The National Cash Register

Company of Canada, Limited

TORONTO - - - CANADA



Store Delivery is a Necessity— Better Handling its Only Solution

Store delivery is one of the necessity-conveniences of modern life. Once a privilege to the public it is now regarded by the public as a right. You can no more discontinue delivery completely than the Government can discontinue rural free delivery or parcel post.

Efficient delivery draws patronage.

Even if all merchants discontinued their delivery simultaneously, a greater loss than saving would result through people doing without luxuries, conveniences, even necessities, rather than—**carry them home.**

Since delivery is a necessity and a heavy expense, the only solution is efficiency—better equipment—all through the delivery system.

With Lamson Belt Conveyors, parcels are sent automatically the moment sold, wrapped or semi-wrapped, direct from selling counter to delivery room. Here they are classified for charge, C.O.D., paid, transfer, etc., and are routed, listed and delivered to the wagons and trucks.

With Lamson Conveyors, parcels flow in a steady stream instead of intermittent dumpings. They are handled more quickly, with greater accuracy, with less effort—by fewer sorters and inspectors.

Under the Lamson conveying system, packages are carried when sorted direct to the drivers' bins ready for quick shipment. **Drivers and wagons no longer lose ten to twenty-five per cent. of delivery time waiting for loads.**

Years of experience in equipping stores throughout the country qualifies Lamson engineers to deal with your problems also.

Our nearest representative will be glad to explain the application of Lamson Conveyors to your problem.

The photograph shows part of the extensive system of Lamson Conveyors and Delivery Bins in the store of B. Altman & Co., New York.

THE LAMSON COMPANY

MONTREAL, P. Q. TORONTO, ONTARIO VANCOUVER, B C.

General Offices, BOSTON, MASS., U. S. A.

Designers and Builders of automatic conveying systems for saving labor in handling cash, papers and products in stores, offices, and industrial plants.

Boston.....100 Boylston St.	Chicago.....6 N. Michigan Avenue	Seattle.....215 Stewart Street
New York.....15 West 44th Street	Minneapolis.....221 Tribune Annex	Atlanta.....30 Moore Building
Philadelphia....1200 Walnut Street	Omaha...Brandeis Bldg., Room 675	Detroit.....97 Woodward Avenue
Pittsburg.....319 Third Avenue	Denver.....1622 Arapahoe Street	Cleveland.....2063 East 4th Street
Baltimore.....10 E. Fayette Street	Los Angeles.....627 So. Broadway	San Francisco...617 Mission Street
Rochester.....174 Clinton Street	St. Louis.....709 Pine Street	Montreal, P.Q..224 St. James Street
Cincinnati.....119 East 5th Street	New Orleans....124 St. Charles St.	Toronto.....136 Simcoe Street
Indianapolis.Illinois & Wash'ton St.	Dallas.....905½ Elm Street	Vancouver, B.C.51 Empire Building



DALE *Leads*
Others Follow

This illustration shows one of our newest creations: A beautiful, Washable, Enameled Form, especially adapted for showing Evening Gowns and high-class Night Dresses. The Form shows up every line of the Human Figure in all its beauty.

Manufactured by

THE DALE WAX FIGURE CO., LTD.

109 King Street East
TORONTO

Montreal Office: 142 Bleury Street

Canada's Leading Display Fixture House

Consult **DALE** when you are in need of Display Fixtures, Wax Figures, Garment Racks and Hangers, Artificial Flowers; Everything for Display.

---

37 Years Making Display Fixtures

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

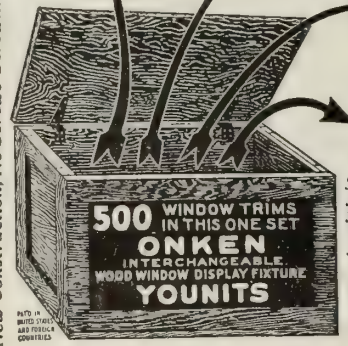
NO MATTER WHAT BUSINESS YOU ARE IN

We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

New Construction, No Screws Screwing into Wood.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Which Catalog Do You Want?

Here are some of the different Show Window Sets we make.

Set for Dry Goods . . Windows
Set for General Store Windows
Set for Furnishing . . Windows
Set for Clothing . . . . Windows
Set for Shoe . . . . . Windows

Let us know your business We'll send right catalog.

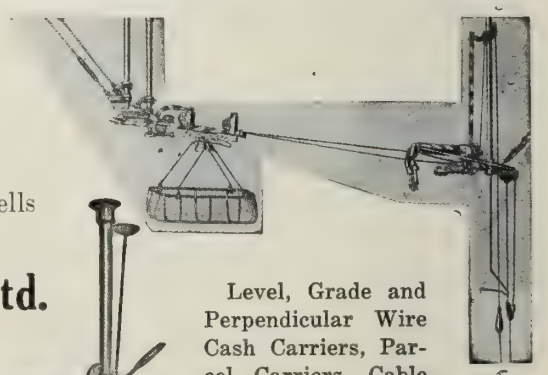
Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

Gipe-Hazard Service—

SHORT OF HELP? Then put in a Gipe-Hazard CASH CARRIER. The amount of time thus saved by enabling salesmen to remain with customers will compensate for the reduced number of your staff. Will also eliminate losses through the making of wrong change. There are many other advantages. Our four-page circular tells about them. Write for it.





Gipe-Hazard Store Service Co., Ltd.

113 SUMACH STREET, TORONTO, CANADA

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes.



Write for samples of

S. P. B. Bags
and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags

247-255 Carlaw Ave.

Money in Waste Paper



when baled in an

ALL STEEL **CLIMAX** FIREPROOF **BALER**

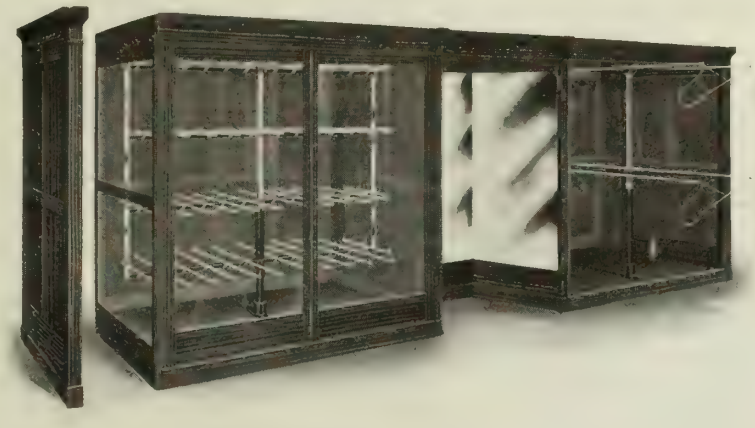
Send for catalog and details of our *Free Trial Offer.*

12 sizes.

CLIMAX BALER CO.
HAMILTON, CANADA

J

The New Way Store



A Suggestion for the Fur Department

A Revolving Wardrobe to take care of Fur Coats, Muffs, Stoles, etc., saving 50% floor space.

THIS is just one item of the New Way System which consists of hundreds of units for every line of merchandise.

Revolving Wardrobes for

Ladies' Wear, Men's Clothing, Furs, Hats, Overcoats, Waterproofs, etc.

Sectional Units for

Gloves, Hosiery, Neckwear, Handkerchiefs, Infants' Wear, Jewelry, Hair Goods, Laces, Embroideries, Leather Goods, Linens, Notions, Patterns, Ribbons, Toilet Goods, Underwear, Veilings, Waists, etc.

A Unit for every line combined to form continuous fixtures.

A post card will bring our representative.

Jones Bros. & Co., Limited

Store Fitters

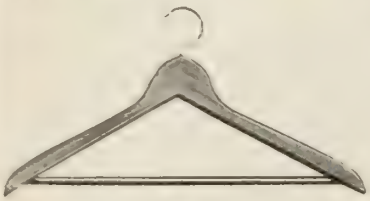
Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

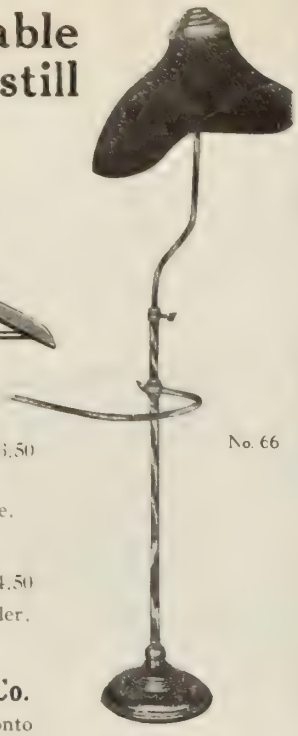
Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

A few seasonable lines that are still the best



No. 61.



No. 66

No. 61—In 500 Lots $6.50
Waxed with bar
Buy before prices advance.

No. 66—Fur stand, each $4.50
Latest broad tipping shoulder.

A. S. Richardson & Co.
99 Ontario Street Toronto

Forms to sell skirts, $10.00
Latest and Best
Padded, Adjustable, Velvet Belt

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

Makers of Buttons

FORSYTH KIMMEL COMPANY LIMITED

Importers of Buttons

Buttoners to The Retailer

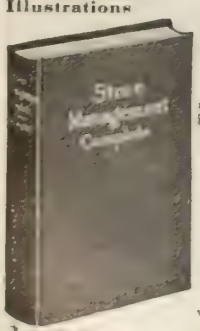
Ivory, Pearl, Celluloid, Metal, Covered, Crochet, Trimming

BUTTONS BUTTONS

FORSYTH KIMMEL COMPANY, LIMITED KITCHENER, CANADA

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.10. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Say You Saw It
in
Dry Goods Review

DRESS ACCESSORIES

USE ENAMEL FORMS

Have Replaced Black for Neckwear—Returns and Exchanges Discouraged—Methods of Two Stores

IT IS very noticeable that throughout the country merchants are almost universally adopting the small enamel stand for neckwear display, in window, or show-case and on counters and ledges. The flesh colored stand more truly represents to the customer what the piece of neckwear will look like when in actual wear and is also more, very much more, sightly than the black jersey-covered form that was inclined to get shabby very early in its earthly career.

When the popular price of neckwear ranged around 50c in price, the merchant did not pay so much attention to the display of this line and rather begrudged laying out money in fixtures for its exclusive use, but this attitude has been largely dispelled by the rapid advance in quality and price of the neckwear now being supplied to the public.

With prices averaging nearer the $2.00 than the 50c mark, with styles more varied and materials used being such as the dainty crepe or the rich looking Petuna cloth instead of lawn or muslin. the importance of this department of the dry goods business has impressed the most hide-bound merchant and few indeed are the up-to-date stores where neckwear is not made a prominent feature the year around.

The two neckwear departments illustrated on this page depict ordinary, every day displays. In both of these stores the line is featured 12 months of the year, although of course particular attention is paid to it at the Christmas season.

Mr. Kennedy of "The Arcade" Hamilton, states that one of the problems of the neckwear business is that of sticking hard and fast to the policy of "No Exchange—No Approvals". This policy is the one adopted in nearly every store now and a success of the line can only be made by following this plan. It is pointed out, however, that it is a poor rule that will admit of no exception and circumstances may arise once in a while that would permit the breaking of this one. One manager spoke of a case in point when a woman came in to choose

(Continued on page 122.)



Neckwear department of "The Arcade," Hamilton, showing free use of enamel stands.



Note the amount of space that E. B. Compton & Co., Brantford, give to this line. Also the "no return-no exchange" card.





THE ILLUSTRATIONS.

1. *White satin with black turnover and buttons. Full double net jabot. From Rogers-Frankfort Co.*
2. *Ecru filet net lace; hemstitched seams. Made by R. D. Fairbairn & Co.*
3. *White Georgette and guipure lace. From Novelty Lace & Veiling Co.*
4. *Embroidered white silk moire. From Westlake Brothers.*
5. *White repp vest, square pearl buttons. Made by F. C. Daniel Co.*
6. *Ivory silk Brussels net lace. From A. T. Reid Co.*

Novelties of Many Types

ONCE more the actual arrival of the Fall season is accompanied by a very shower of new things in neckwear. There are several of the favorite types shown again and a certain number of novelties, but there are two distinct leading features in every display. The one, which showed some activity in the Spring and has been developing ever since, is the high jabot collar, the other is the long, narrow, flat style and it will be seen from the illustrations how varied and original are the effects brought out in each.



Choker Leaders

In the stock collars there is everything to be had from the extremely dressy fine laces, Georgette and satin to the severe Ascot pique ties or turn-over collars with black tailored bow. In between there are many smart net effects.

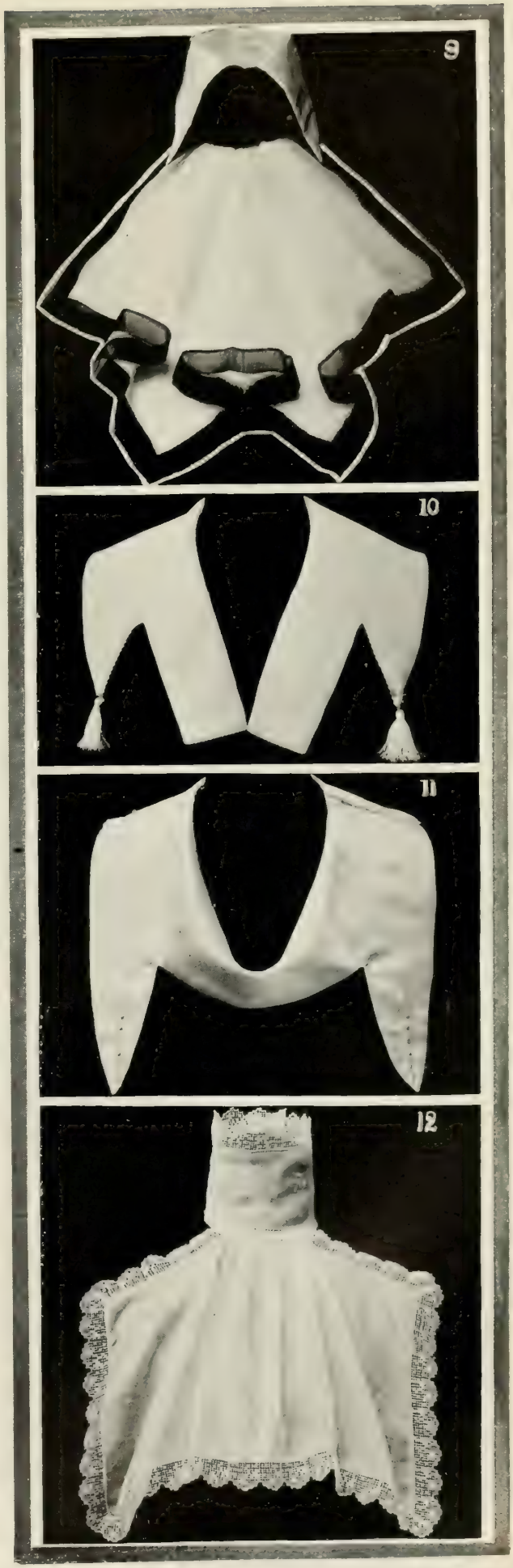
Some of the newest models have the collar part of satin cut deep in front in a graceful little yoke effect; sometimes it is embroidered or edged with seed pearls or tiny black buttons; the jabot may be of fine lace of the rose point, chantilly, or filet order or of Georgette with some little touch to match the top. Any of these in ivory tones are very dressy.

A number of black and white effects are popular. One style which is particularly good has pointed net jabot bordered with black Georgette or else having small black silk buttons at the points; the collar is either of white satin with black turn-over or vice versa, and with buttons for trimming up the centre front. A clever variation of this actually buttons up the front instead of fastening in the back. The jabot is secured on the one side with snap fasteners.



THE ILLUSTRATIONS.

7. *Points, frills and all, of white net hemstitched. By A. & T. Hall, Ltd.*
8. *Shell pink satin cowboy collar. From Flett, Lowndes & Co.*
9. *Black satin buttoned in front; white points, net and Georgette jabot. Made by Ladies' Wear, Limited.*
10. *The new Petuna cloth. From T. H. Birmingham & Co.*
11. *New satin cowl collar, button trimmed. From Phoenix Novelry Co.*
12. *Embroidered Georgette with filet lace. From Sterling Lace & Novelty Co.*



Novelties of Many Types

Flaring Styles for Furs

Long ears which flare upward and outward or extend far downward are frequent. They are usually black on one side and white on the other, on the satin collars. These choker collars with flaring tops are good prospects for wearing with a suit and furs, or with shawl-collared coats. Another conception which is more especially for furs is the tulle bow. The tulle is crushed snugly about the throat and tied in a large soft bow at the back of the neck, providing a soft, sometimes daintily colored setting for the face, preferable to the sombre hues of the furs.

High fitted collars of white pique or gabardine in their newest shape have little flaring capes at the top which also make a smart frame for the face. These, worn with a dashing flame-colored, Paddy green, cerise or bright blue Windsor tie, are popular.

Jabot styles made entirely of lace, net or Georgette are selling over the counters in perhaps greater numbers than any other style just at present. One of the daintiest Swiss models has filet edging and delicate spray of white embroidery on the collar and jabot which are of ivory Georgette.

In New York's own peculiar way of going into a new thing with a rush, it is producing choker collars of almost every scrap of fabric it sees idle. Some of its latest productions are impressive creations of crushed velvet trimmed with fur and miniature muffs are made to match.

Flats, Sharps and Naturals!

Just about of equal importance with the stock collars are those which are long and narrow with sharp points in front and which sit flatly or with a natural roll about the neck. These, too, provide much that is novel and attractive. In the first place there are materials to consider. Just now

there is satin. One feels like saying in the second place satin and in the third place, satin, if it were not that the public is purchasing satin *and* other fabrics. There are both white and ivory shades in the wash satins and also white brocaded satins in these new effects, but "the ivory has a softer, richer appearance, not so cold and dead as the pure white, therefore, it is commanding a little more favor," said one of the leading buyers to DRY GOODS REVIEW. Another tint which is highly favored, especially for wear with the navy serge frocks is a most delicate shell pink.

Three Novelty Fabrics

There are three novelty fabrics having quite a run in this new neckwear. One was mentioned last month, namely, Petuna cloth. It resembles corduroy, but is of softer finish and the cord effect is very narrow, like a fine pique. This fabric in ivory and in wet sand is new and selling well. In some instances its similarity to pique is against it, but nevertheless it is the fashion.

CROSSED AND RUFFLED

Rows of saucy little tinted ruffles and bows of black velvet are the reasons why this organdie neckwear set wins a picture-esque place.



Sammy cloth is another important neckwear material. It is a "mummy" cloth which, as the name suggests, is employed for neckwear suggestive of the art of ancient Egypt. At least, that is its history. It is a light tan with a rather rough crinkled cord surface, and is frequently lined with Egyptian patterned or other fancy or colored silk. It is also combined with satin in some attractive numbers.

Crepela cloth is a very fine woolen material resembling crepe de chine, and is a pleasing innovation in lieu of the scarcity of fine broadcloth. It is used for sets as well as single collars and is smart with suits and cloth dresses. It is usually ivory in tone.

Kerami for Neckwear

Other fabrics that are to the fore are faille silk in the new "gold" shade which is a very pale color compared with last summer's golds; white moiré, sometimes with white embroidered sprays; and the *very* latest arrival is Kerami. It is shown in a variety of these long collar cuts. One model of mole color had an inch-wide border all around of polar bear Kerami and was accompanied by a pair of gauntlet cuffs in same style.

Collars in both round and square shapes made entirely of filet are quite popular. Some sell, too, of Irish crochet. Shawl collars extending into a long tasseled point in the back or in long drapey points in front are good.

The Cowboy Collar

The satin cowl collar is still in vogue, and while not so many firms are making it as a few months ago, those who are find it in brisk demand. A very dressy new collar with French neck is made of pleated Georgette bordered with Chantilly lace and has rows of small pearl buttons on the shoulders of both back and front sections. Frogs of ivory silk soutache connect the two sections. A round cut at the bottom is given to back and front. The odd pointed styles described last month, also sailors, are still good, but the extremely wide shoulders and cape collars are now "passé."

One of the most "fetching" accomplishments of the past month is the Cowboy collar. Despite its name it is not constructed out of a red bandana. It is of ivory or shell pink satin, cut in a long, straight, bias fold with bias ends; there is a facing for tacking to the neck of the dress or blouse and at the front is tied loosely, once, leaving a soft roll away from the neck and a jaunty drape to the ends. It is a happy combination of the cowl, roll and tie.



NOVEL VEST OF SILK

It looks almost like an under coat, with its buttoned-up neck, collar and belt, and apart from being a comfortable protection from Fall winds it is very good-looking.

High-Necked Vests

Demand continues among smart dressers for vests. The newest cuts have high collars buttoned up to the throat. They are produced in both repp and Georgette. The originator of the Georgette vest finds it is liked for wearing inside the low-necked blouses, so that the elderly lady who prefers a soft high collar may also indulge in the youthful blouse of low flat-collar design. In the heavier vests white leads, but Sammy cloth and satin are also prominent. New York is favoring fancy silks for vests. The new French neckwear shows designs of much heavier appearance than formerly. Dots are well padded and conventional patterns frequently replace the delicate flower sprays.

One Toronto manufacturer finds a strong feeling for bright colored neckwear. Just now, he says, white is every-

where, but bright colors are coming strongly and, indeed, one sees emerald green, cerise and mustard satin models in the shops now.

There is again a good assortment of metal handles with either metal wrist rings or chains. One style has a thumb ring and chain. Another has sterling



THE NEWEST IN UMBRELLA HANDLES

Novel uses of silver, bakelite, wood and leather. On No. 1, at the left, is the Russian Tulla work. Nos. 2 and 5 show bakelite in color combination and carved. The chief attraction in No. 3 is the fine silver mesh carrier and in No. 4, the thumb ring and chain. No. 6 shows marble finished wood; bakelite bands in color with ivory rings and spots and silver end. In No. 7 we have black and white leather, a favorite of the season. Shown by Brophey Umbrella Co.

UMBRELLAS

Many Novelty Handles for the Holiday Trade—Bakelite, Silver, Leather and Wood in Smart Desings.

BUYERS who are looking for something smart and new in umbrella handles for the holiday trade will not be disappointed this season. There are many novel combinations of materials into interesting designs. Among the newest to be seen are those made of Bakelite, a very hard kind of "Parisian" ivory. Bakelite is obtained in various colors which make it especially attractive to complete a smart street costume. Navy blue, green, black and ivory are favorite shades and the two first are shown in spot and stripe effects on a black or ivory ground. Handles may also be obtained with these materials in wrist rings which continue to attract buyers. One model was all of the white Bakelite intricately carved and with a hole through which a ring to match or any kind of loop might be placed.

Another smart handle was of mission ebony with black and jade colored Bakelite trimming.

Leather is not new for wrist straps but it is extremely popular in tan and natural colorings as well as black and white. Sometimes the handle is wound with strips of leather to correspond with the carrier strap. Leather in all its variety is perhaps the best seller of any trimming at present.

silver mounting on greystone finish or marble finish wood. These fancy wood handles are attractive and continue selling very well. In a more exclusive style there is a model with sterling silver mounting and a carrier made of very fine sterling mesh braid. Another had Russian engraving or Tulla work on the silver mounting. This engraving is touched with a dark dye or enamel which throws out the design of the carving or engraving in strong contrasts of light and dark and is very effective. Gold handles and mountings sell to some extent for Christmas gifts but are giving place to the less expensive but possibly more attractive novelties described.

LEATHER GOODS

Fine Qualities Offered at Fair Prices—New Things for Soldiers—Elaborate and Useful Gift Articles

CHRISTMAS 1917 will see no dearth of high class leather goods. The variety and quality are quite up to previous holiday seasons and indeed in some houses they even surpass former displays. Prices are in keeping with the times of course but do not seem generally to be as high as in many other lines. One of the leading leather houses claims to be giving really better value this year than ever before, owing to having obtained materials long in advance of present needs, which news will not be unwelcome to the trade. It is a little variation to the usual "prices are going up every day," which one meets at every turn. Cheap qualities of leather, however, are not in demand. If cheap articles are desired the imitation leathers are usually what is taken, especially in articles where a fine appearance is not essential. For instance ankle supports are much cheaper in imitation leather and are said to serve the purpose equally as well as the cheap leather usually used in former years. In finer goods, however, demand is strong for nicely finished high class goods.

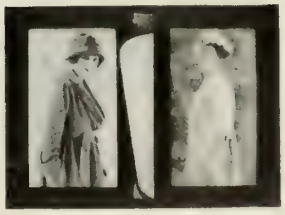
Numerous Gifts for Soldiers

Soldiers' goods occupy a big place again this year and naturally sell in goodly numbers. The soldier's limited amount of luggage prevents indulgence in any fanciful extravagances so that articles are for the most part small, practical, plain and compact. The nickel mirror of last year is seen again. It may be had in the plain little case just for itself, or with an extra pocket for a comb, or better still with a comb and nail-file both. Again the mirror is combined with the photo case, eliminating an extra case. The mirror slips in under one of the photos in the same space with it.

Among other soldiers' conveniences are cigarette cases, to hold ten or thirty cigarettes; key cases in which each key has a separate hook from which it cannot slip. The hooks are all firmly attached to the leather. A comb and file fit into a very small case which retails complete for about 35 cents. Military brushes continue in very good demand. The newest have flat thin backs of ivory and fit into a skeleton case which covers the bristles and is secured with a narrow strap and buckle. Almost all soldiers' goods are made up in both black and khaki leathers.

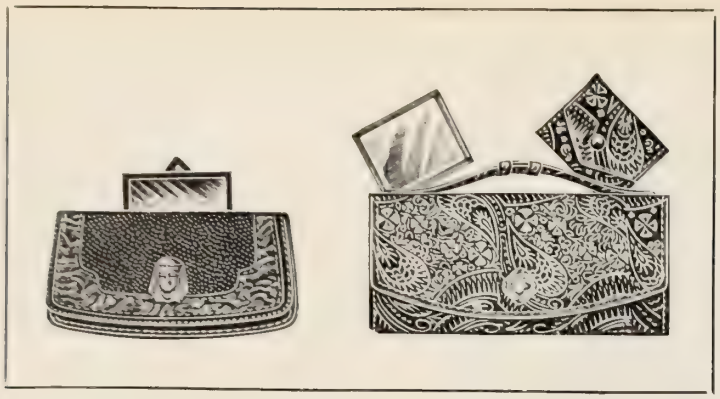
Home Gifts More Elaborate

In fitted toilet cases, writing cases and travelling bags there is any amount of variety. In the first place the leather itself may be fanciful, a nice range of greys and browns being offered along



Leather photo frame and mirror in one for the soldier. From Western Leather Goods Co.

with some blues, beige and black. The graining varies too from fine pin seal and crossed effects to the corded graining and natural alligator. Inside, the fancy linings to which we have already referred in previous issues, are quite a selling feature. These are used both for the soft leather toilet bags and for the roll cases. There seems nothing whatever lacking in one case of grey



leather lined with corded silk having a grey background and small all-over pattern in green and rose. The fittings are of ivory with a small neat initial enamelled to match the rose of the lining. The draw-string leather toilet bags this year in addition to the new linings have elastic in the pockets and provision for extra pieces to be added if desired.

One of the new suit cases for ladies is beautifully lined with moire silk. There is one long shirred pocket of the silk in the lid and another at either end of the main section. Then at the side of the main section where the handle is attached is a separate compartment which opens down full length revealing a set of 15 pieces of ivory each in its special place.

Leather writing cases which are fitted with dictionary, address book, note book, stamp pocket, answered and unanswered letter compartments and spaces for paper, envelopes and fountain pen make one of the most attractive gift articles offered and so far sell much more quickly than styles less complete. They are made in both black and khaki leather.

Strap handle purses continue in brisk demand despite the big call for large, soft, fabric bags. Novel touches such as bands or borders of oriental leather, metal Egyptian head ornaments or clasps, neat fancy ivory fasteners are seen on some of the best sellers. One design all of the colored oriental leather is selling. Soft qualities of patent leather purses also continue good. Many arrangements of inside fittings are to be had in these smart purses. Some amount to little more than vanity pockets, but others provide for use as well as beauty and are attractively lined.

One new purse of the hand bag style is quite novel. It is of blue pin seal made at the top and inside like two complete separate bags. These are combined into one by the outside cutting. Between the two there is space enough for a handkerchief and a pocket for car tickets, which enables milady to have her fare always in readiness without having to unfasten the purse and search among the small wares within. The purse is oval in shape and has a blue leather handle connecting the frames of the two purses.

Patent Belts Popular

The big item in belts just now, is patent leather. Belts of this material are used to an increasing extent for serge dresses and even for some tailored styles of dark silk gowns. The belts must be wide, of course, three to four inches being the accepted widths. Black numbers sell the most readily of any but there is quite a steady demand for red and white lines also.

These patent belts are the first feature mentioned so far for Misses Spring 1918 coats so that it looks as if supplies will be readily disposed of. They are to be had, of course, in both dress and coat lengths, 30 to 38 inches.

Bags

The vogue for huge fabric bags and for fancy silk and velvet purses has resulted in a slight dropping off in demand for the soft leather bags. The latest arrival from New York in these bags is made of silk velvet or panne velvet. Covered purse frames and handles are of the same materials and fasteners may be colored ivory. These bags in taupe, brown, purple, black, green and navy are very rich in appearance, and have come here with a sudden rush which is second only to their popularity in New York.

They have fancy silk lining and a small vanity mirror covered to match with a pocket at the back which holds a powder puff. A long chenille tassel provides just the right outer finish.

GLOVES

Fine Qualities of Kid Find Steady Sale —Supplies Very Scarce—No Quotations for Spring. Chamoisette the Popular Type for Winter.

THE kid glove situation continues tense. Up to the first of October many glove departments had to conduct their Fall Openings on lines which amounted to little more than odds and ends. They are confidently expecting their orders to be filled, however, in good time for the rush season. Stores report that demand is firm and strong for best qualities, even though prices are extreme. In the United States no commercial travelers are out looking for orders for Spring delivery and manufacturers are not fixing prices definitely. Behind him the tanners refuse to quote prices. The best that can be expected for Spring is a retail price of $2.50 to $2.75 a pair for

(Continued on page 122.)



Comb and file in leather case.



Very complete writing case.



Soldier's Cigarette Case. These three articles are from the Julian Sale Leather Goods Co.

Now Time to Study Business Insurance

Take Time by the Forelock in These Days of Unusually Profitable Conditions.

By Henry Johnson, Jr.

RIGHT now I want to induce you to give serious consideration to the question of Business Insurance.

What is business insurance? At the risk of having you turn the page without reading further, I'll tell you: It is **saving money and putting it away where it will accumulate.**

Now, you'll miss it if you do not read further—take my word for it. So let's get the outline first and tell the why afterwards.

The scheme is to provide for business expenses only, as a starter. Determine what you must keep each month with which to pay your rent, help, heat, light, etc. Then settle on a certain minimum sum which you will take out and put away **before any profits are figured, before you take out any "spending money," before you pay your bills!** Get that last: BEFORE YOU PAY YOUR BILLS.

Begin small. Take as little as $5 per month for a beginning, if you do not feel sure you can take more. But make it $10 or $25, or more if possible; and remember that this system is going to make a lot of things possible for you that hitherto have been in the "Can't-be-done" class.

Never Reduce—Never Quit—Never Withdraw

The idea is that the beginning must be modest because the most fundamental point is that money once saved must not be used again—except as I shall indicate later on—and, though you will gradually increase the monthly savings, you must live up to the new schedules whenever you make the sum larger. For the keystone drops out the minute you permit yourself to backslide.

Whatever the sum fixed upon, take it out of the safe first thing on the first business day of each month and deposit it in a separate savings account. So entirely separate must it be from the rest of your funds, that it is well to use a separate bank for this account. Never mind the interest now—let it be 3%, 3½% — the present point is to accumulate it. **And every cent of interest earned must be redeposited to accumulate with the capital.**

And note this: It's no matter whether your bills are paid or not. Pay no attention to any other obligation on that first morning of the month. Do nothing, think of nothing, keep your mind free and clear of all other things until this particular money is drawn out and put away.

The benefits are almost beyond computation. Here are a few:

First, there is the accumulation itself, which grows wonderfully. Just how wonderfully may be sensed from the fact that as little as $25 per month thus put away at an average of 6% compound interest will yield just about $30,000 in 30 years—a comfortable competence for the merchant 30 years old to look forward to when he's sixty. In other words, **the saving of $9,000 during those years, at $25 each month, will produce $30,000—$21,000 of it earned for you by somebody else!**

Second, you are kept scratching for funds. You return to your store and every bill you have stares you in the face. The effect is surprisingly sobering. It makes you think seriously and figure closely on every purchase you make. You invest neither in merchandise nor in "improvements" of dubious value or utility. Better have the money in a business-insurance fund than tied up in a lot of fancy fixings which often are merely in the way.

Become Brisk, Insistent Collector

Third, you become a keener collector. You are actually more sincerely in need of funds and therefore more convincing—because you do need the money.

Fourth, you have a constantly growing sense of security, of power, of **independence,** because your bulwark of financial fortification is growing higher and more substantial every month.

Fifth, you feel that you are working for yourself. You are making tangible progress. You are gathering real money. You are absorbing the most vital lesson that can get lodgement in any man's consciousness; that the one way to make real money is to take money out of your business steadily.

AND THIS CAN BE DONE BY EVERY BUSINESS MAN NO MATTER HOW HE IS SITUATED, NO MATTER HOW SMALL HIS BUSINESS, NO MATTER HOW MODEST THE SUM ACCUMULATED MAY BE. IT IS THE DUTY OF EVERY BUSINESS MAN TO DO THIS.

Benefits Summarized

To summarize the benefits, we have:

1.—The money safely put away.

2.—We buy more conservatively.

3.—We become more effective collectors.

4.—We have SECURITY — Business Insurance.

5.—Working now for ourselves we acquire **Independence.**

And there are any number of collateral advantages. Ask your jobbers. Ask your banker. Take note of the tone of enhanced respect with which each will listen the minute you suggest what you have in mind.

Why, bless your old heart! Financial independence, competence, everything worth working for lie in this direction and only in this direction when all is said and done.

The Next Step

Suppose, now, that you have piled up $100, $200, $300. On the first interest day, draw out what may be needed to buy solid bonds. The first you buy should be the solidest—war loan bonds are ideal at this moment.

Because those are the soundest, safest security that can be found anywhere. Buy 'em. Put them into your safety deposit box. Then the bank can "bust" and most other things go to thunder—your money will be secure.

Next, accumulation should go into bonds of second line convertibility. Such will yield 4½% to 5%. Buy those until you have, say, $2,000 to $10,000, depending on your own circumstances. (You will be able to take care of yourself after you have bought a few bonds with the advice of your banker.)

Third, buy bonds of narrow market, but sound. These will bear 5½% to 6%. In some cases bonds bearing even 7% can be bought safely—only be sure of the house from whom you buy.

Then follow small mortgages, which in the west pay 7% and even more; and seasoned stocks which have long record of solid earnings.

In this way your savings eventually will earn you an average of 6%—and that is enough to try for in most cases.

"Can't Spare the Money!"

"But I need all my capital in my growing business," says the business man. "It keeps me scratching to meet my daily needs."

That is precisely why YOU need this plan more than some others. The man who skates on thin ice needs to have a life-line handy. When operating on a narrow margin, one most needs a little surplus on which to draw in case of real necessity.

So this Business Insurance is VITAL to you — that is just why it is called Business Insurance.

For the money is not lost. It is your business to think of it as put away where you cannot get it. But as a fact, the money is there in the bank or invested in securities so sound that they can be hypothecated without a moment's notice in any bank.

If real, pressing need hits you—if illness or misfortune visits you—take your securities to the bank and borrow against them. Then work like a beaver to get them free again!

Compare, if you like, that kind of assets with a quantity of stock for example, bought far in advance of need. You can dispose of that stock—how. By taking a heavy loss. But the bonds—why you do not need even to dispose of them!

All times are the right times to begin this system. But right now is the RIGHTEST time that has come for many a long year. For these are days of liberal profits. See that you conserve a lot of yours in Business Insurance. **And if you start, you will be safe—you will never be without Business Insurance again.**

NOW MADE IN CANADA

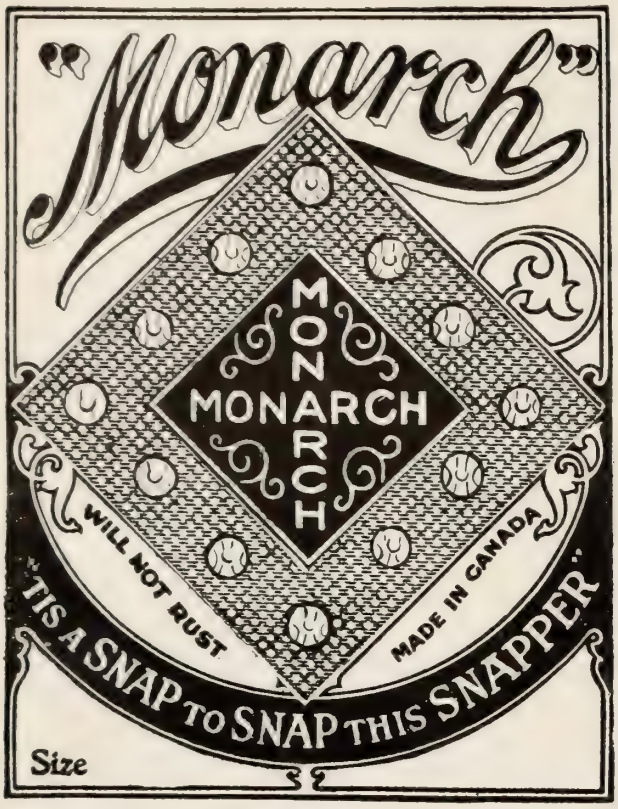


ILLUSTRATION OF No. 00, ACTUAL SIZE

The Monarch Spring Fastener

The only spring fastener made in Canada, and is the superior of any others on the market.

Made in four sizes:

Nos. 1 0 00 000

Two colors:

Black and White.

Highly Finished. Strong Spring. Quick Action, Durable. Rust-proof.

Guaranteed satisfactory in every way.

Mounted on very showy cards of one dozen. Sell on sight. Liberal profits.

Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

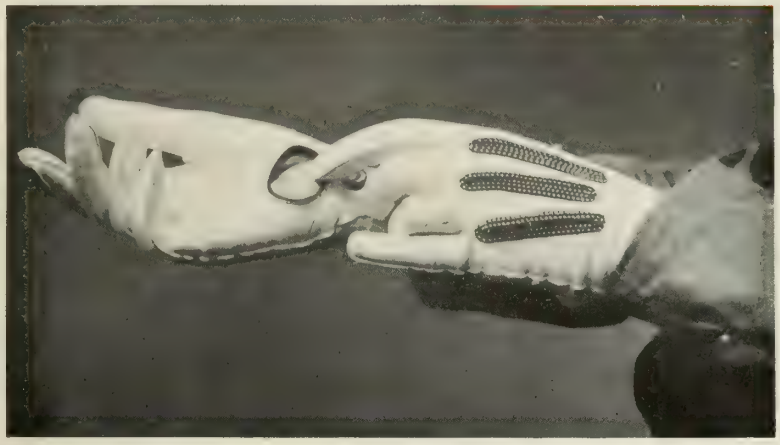
TO BE HAD OF ALL LEADING WHOLESALE HOUSES.

The Colonial Fastener Co., Limited

Sole Manufacturers

500 Parthenais Street, Montreal

H.B.K. BRAND



Chamoisette Gloves
in Great Variety

Our road representatives are now showing some especially good samples of chamoisette gloves in *white, chamois, light grey, dark grey, brown, khaki, Egyptian, black* and *buck color.*

A Staple Line of White Kids

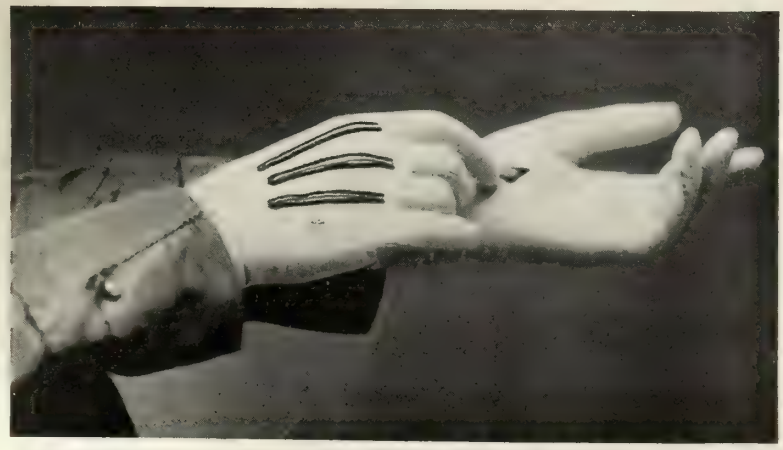
A real "Bread and Butter Line" that brings sales every day. So full of value and quality at a reasonable price that they never see the bargain table. You can always sell these at a good profit.



You will find these goods fully up to H. B. K. Standard of value, which makes for greater saleability and deeper customer-satisfaction.

While our representative is with you make sure that he shows you our complete lines, including our strong range of men's gloves and mitts.

We urge that you order early.



6762 B Ladies' white kid glove, two domes, with thin black binding and wide black and white points.

The Hudson Bay Knitting Co., Limited

294 Lagauchetiere Street West

MONTREAL

THE MARK OF



A GOOD GLOVE

REGISTERED

You'll Sell Lots of Gloves This Fall

If you have the right merchandise.

Our customers are better off than many others on this point. Despite increasingly difficult conditions we have been able to give a remarkably good service in most lines and are making every effort to continue to do so.

Our travellers are now showing Samples of the following goods for Immediate Delivery:

Kids, Suedes, Capes, Washables, Mochas, etc., and in Wool and Fur-Lined Capes and Mocha Gloves and Mitts; also Fabric and Woolen Gloves.

Anticipate your sorting requirements from our present range—many lines it will be impossible to duplicate.

Prompt attention to mail orders.

DENT, ALLCROFT & COMPANY

128 BLEURY STREET :-: MONTREAL

Hose Supporters

WITH

Lever Top Clasps

For BABIES, CHILDREN, MISSES and LADIES

Have you seen our Hose Supporters finished with our

New Grip Tight Lever Top Clasps. ?

They are particularly well made with zig-zag stitching, etc., and are big sellers.

Four sizes, full standard lengths, in Black or White.

CONSISTENT DELIVERY GUARANTEED

We make and carry in stock all styles of Garters and Hose Supporters.

A postcard will bring samples and full particulars.

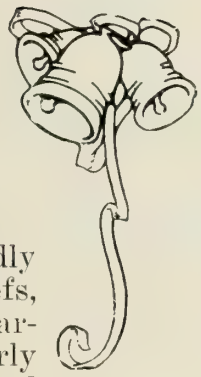
Rowe Hose Supporter Co. of Canada, Limited

Dept. H 400 Richmond St. W., Toronto, Ont.



Stock and Jabot in Ecru Fine Brussels Net, trimmed with Guipure Lace.

Christmas Novelties



We have collected a goodly stock of Handkerchiefs, Novelty Veils and other articles that are particularly adaptable to Christmas and holiday selling. Gift giving this year will be largely in useful articles so that sales of these dainty and beautiful needs of the well-dressed woman will be greater than ever.

Send your order early that there may be no disappointment.

WESTLAKE BROTHERS, Limited

24 Wellington St. West Toronto

Laces, Veilings, Embroideries, Handkerchiefs, Neckwear.

Finnie Neckwear Does It

The catchy styles, the dainty materials, the quality of workmanship, the reasonable prices, combine to give to the Finnie Line a sales value that is helping many merchants to increase considerably the volume of business at the neckwear counter.

One of the special features of our range is all the new "Stock Collars and Jabots," in Georgette Crepe, Embroidered Nets, Oriental Lace, and many other lines of novelty materials.

There are many exceptionally pleasing Finnie novelties designed to capture the bulk of the neckwear business.

You can have samples and see for yourself the real value of Finnie Creations as business-getters. Send for some to-day.

A. Bruce Finnie & Company

Corner Craig and Gosford Streets

MONTREAL QUEBEC

Steering Clear of "Shoals"

The big problem that confronts your neckwear department is to choose those ideas and novelties that will sell readily without forcing and to avoid those that have no depth of fashion and are merely freakish and bizarre. You will find clear sailing by following the course of the Phoenix line which is founded strictly on fashion and contains only ideas that appeal to the feminine mind.

There are no "shoals" on the "Phoenix" chart—
it's always clear sailing.

Neckwear

Boudoir Caps

Aprons

Camisoles

Phoenix Novelry Company

TORONTO, ONT.

TRADE MARK Griffin Gloves

All Canadian Made

Feature this quick-selling line

Griffin Gloves sell quickly because they possess those qualities that women everywhere expect in Washable Chamoisette Gloves. They are an All-Canadian-Made Line being manufactured entirely in our own factory from specially selected yarns fully shrunk.

Washable Chamoisette

Feature Griffin Gloves

Quickened sales in the Glove Department have proved to many a merchant that it pays to feature Griffin Gloves.

We desire that you now book your Spring, 1918, requirements.

RICHARD L. BAKER & CO., *Sole Selling Agents*

100 WELLINGTON STREET WEST, TORONTO

R. C. WICKWARE, PRES

H. Y. FARR, SEC.-TREAS.



Curtain Nets, Scrims, Draperies for Spring, 1918

We are showing some exceptionally fine curtain goods for early Spring selling at prices distinctly advantageous to you. We would advise you to place your order while the assortment is complete. Our designs sell.

Fancy and Plain Cotton Voiles

Some exceedingly pretty patterns which will be in strong demand next season. This is a carefully selected range from which all requirements can be met, and at prices that will make a saving—to buy now.

Handkerchiefs

Our stock, as usual, contains a representative assortment of beautiful patterns and designs. We urge prompt sorting for Xmas Trade, as you know there is always a brisk demand for these lines during the holiday season.

Laces

Those new 10″ and 12″ Net Top Jabot Laces now in stock in white and ecru.

The **Lace Goods Company,** Limited

64 Wellington Street West Third Floor Empire Building Toronto, Ontario

IMPORTERS AND MANUFACTURERS' AGENTS

FUR DEPARTMENT

PUBLIC APPROVING THE NEW BROWN SHADES

Taupe, Georgette and Kolinsky Shades Selling Well in Fox — Prices Very High on Novelties—Coats With Less Flare but Very Fancy Trimmings.

From interviews with leading fur retailers.

AS WAS intimated in the last issue of DRY GOODS REVIEW the vogue of dark shades in furs as a substitute for black is taking a strong hold of the buying public. In the September issue the information was based, largely on the views of the manufacturers and a few retailers. In the meantime a number of the leaders in the retail trade have been consulted and they agree that the early sales make it certain that there will be a large sale for the taupes, the "browns," the "blues," the "greens" and a new shade, "Georgette," where last season black fox and other furs in black had an almost unanimous call. The switching from the plain black recalls the craze of some three years ago for furs dyed in brilliant hues like green, blue of a bright shade, and bright reds and yellows as well.

More taste is shown in the new colors, and they tone in well with the heavy fabrics that are being worn for Fall. It is probable that it is the influence of fabrics that has brought them out—this and a happy inspiration of some dyer to try out something new.

In line with the variations in fox shades is the use of a color representing the rich, dark brown of the average kolinsky. Mink is used to a considerable extent for this purpose, and is used both for sets and for the trimming of Hudson seal coats.

Very High Prices

Like all novelties these sets are costing a lot of money. This is natural. The man with the idea must get his return, and the risk of stocking up on a new shade must be compensated for by a larger margin of profit than with the staple black fox. Likewise the new dyes are apt to cost more.

The "Georgette" Shade

One set that was shown to DRY GOODS REVIEW in a well known Canadian high-class store, is the new "Georgette," a dark brown top with a lighter body, giving it a very rich look. There is a sort of silvery sheen due to the under fur. These run from $115 to $135 apiece, or around $250 for the set, a fair advance on the prices of the ordinary black fox. It is believed that the dyeing on one piece was done with some of the cargo of the Deutschland, a real German dye.

"We sell all we can get of this shade, and indeed cannot get nearly all we need," was the report.

Variations are the blues in imitation of blue fox, and this makes a very dainty neck piece, and is in strong demand. It is not suitable, exactly, for popular trade, as the prices run about $110 for each piece of the set. Green is in the same category.

Buy Novelties and Own a Coat

Taupe fox runs from $85 up per piece, and over $200 for an average set. At these prices the lady could buy a whole Hudson seal coat for what a set costs her. But in cases like these one is reminded of a variation of the original, "To her that hath shall be given". The lady who comes in the fur department and is attracted by the Georgettes, taupes or blues or greens of the new pieces, is not depriving herself of a Hudson seal coat. She has one already, held for her in the storage department of the store. She is buying this beautiful set for a couple of months wear, till it gets cold enough to put on her Hudson seal coat, and may don it for afternoon wear, on state occasions.

Fox Furs Up More Later

Black fox sets follow the regular animal styles, with a few made up in cape effects. The prices in the big retail stores to open Fall selling are around $85 a set, as compared with $75 or so last year. But as the new goods come in the black fox will advance; may in fact approach closely to $100. Indeed a leading retailer told DRY GOODS REVIEW that all their prices would be advanced considerably at the end of October or early in November. He did not fear a falling off of business on this account, however, as the purchasing power of the public seemed as high as ever it had been last year.



A NEW YORK IDEA IN FURS.

A lengthy fur cape and spacious fur bag may have been old-fashioned a few seasons ago, but this year they are strictly new. And who would disapprove of this elegant set of Hudson seal and kolinsky?

Up From $100 to $300 in Year

Talking about advances in prices: a real kolinsky cape, that last year would have been ticketed at $100, and have been proud of it, is adorned this season with a $300 sign—just because it is much more popular. It is like a society artist and his fees.

A natural lynx set is reported as a good seller this season. It runs around $85, as compared with about $75 last year.

Alaska sable, skunk, is stronger than ever, and the price is much affected by its popularity also for trimming coats. A real good set sells for $100 to $125 this year. Once it was far below black fox in price. Of course, taking it value for value—if such a thing is permitted in fashions—the skunk is worth black fox several times over as a good wearer.

Cross fox, and natural are also good sellers. Red is not as well favored as a year ago.

In muffs the round melon continues to be about the only one that is selling well. The pillow shape is very weak.

Favored Styles in Coats

Hudson seal coats are in the strongest position they have been in in fur history. Most of the early customers want them trimmed—price no object. In this Alaska sable is the most popular. The coats are not as full as last year, lacking the pronounced flare. But the choice of the manufacturers of bright linings has been approved by the public. Indeed as a leading retailer said, "The fancier the better." Many Egyptians figures are used. Then there are stripes in black and white, or two shades of one color, such as mauve or blue. The fancy upper and lower pockets also have been taken up by women. As to the materials of the linings, crepe de chine, or chiffon taffetas are the favorites.

MONTREAL FUR OPERATORS' STRIKE

THE strike of fur operators still continues in Montreal, and is into the third month now. There are no signs that the former employees have any intentions of coming back in a body, although there are indications that the majority of them are willing. So far as the fur manufacturers are concerned, they have been training in other help, and are managing to get through most of the orders that have been received for sorting business. All the old fur men in the city and district have been routed out of their "happy homes" and many of them induced to take up their former trade for the emergency. The recruits are coming on well, and in a slack season would enable the makers to struggle along with little inconvenience.

There has been some trouble with pickets. One elderly man was beaten up by three strikers who pounced on him a few yards after he left the shop, but he pluckily clung on to one of the trio and the police landed him. A light sentence was his portion, but the next to come up was punished severely, so that this phase of the attempt to force the manufacturers to come to the Union's terms soon passed away.

The fur makers will refuse to recognize the principle of "closed" shops, and are prepared to fight it out to the finish. Speaking of the situation to DRY GOODS REVIEW, J. D. Gnaedinger stated that the employees had made an agreement in the fall of 1916 and bound themselves to carry this out until the end of 1917. At that time the fur manufacturers had consented to meet the representative of the Union on behalf of their employees. By bringing forward demands in July last the Union, he maintained, had broken its agreement, and henceforth the manufacturers would not deal except with the men individually. It is claimed that a large proportion of the girls refused to join the union, although the most of the men belong.

The struggle has practically resolved itself into one for recognition of the Union and the closed shop.

FANCY LININGS

All Manner of Heavy Bright Stripes and Figured Patterns—Fancy Inside Pockets and Braid Effects

IT is possible now that the bulk of the placing of orders has been provided for to review the styles that have appealed to the buyers of the larger stores in Canada. First in line in the way of coats is the consistent favorite of the last two or three years, Hudson

Have You Furs Enough?

BUY early. The choicest things go first. Get the benefit of furs from the beginning of the season. The list of furs herewith includes some of the choice things we have in stock:



List here, with prices and descriptions.

_____ **$0 00**

_____ **$0 00**

_____ **$0 00**

_____ **$0 00**

THESE pieces were bought with great care, both for quality and value. They were purchased by us when the offerings of manufacturers were at their best, and when prices were attractive. Our customers get the benefit of our prudence and knowledge of furs, styles and values.

Drop in and see our fur stock. Whether you buy or not, it is a pleasure and privilege to show Our Furs to interested persons.

W. A. Durgin & Co.

62 Queen St., Burnham

A seasonable advertisement in which it is left to the dealer to list his own furs and prices. An illustration can be obtained readily—from a fur manufacturer or engraver, or from The Dry Goods Review; probably free from the fur-maker; at a cost of $1-$1.25 otherwise.

seal. It stands first, with the rest what might almost be called nowhere. At the same time there has been a considerable improvement in the demand from Western Canada for coon and muskrat coats.

Trimmed or All-Hudson.

The popular seal coat is the one with the pronounced flare. Opinions of the makers differ a little as to the relative popularity of the coat that is all-Hudson seal, and the trimmed coats. Last season the latter were far in the lead, but there has been some growth towards the plain coat. Buyers among the retailers who were spoken to by DRY GOODS REVIEW generally agreed in favor of the coat with contrasting trimming. Although the cost is added to by the wide trimming, the extra handsome appearance carries the extra expense in most cases. Alaska sable is one of the best sellers as a trimming, with the others pretty well divided; opossum, some fitch, mink, beaver, ermine, etc. A smart effect was produced in one case by the use of what was called "kolinsky squirrel"—that is, squirrel dyed the same color as the usual kolinsky, a cinnamon brown.

A tendency that is carried out on many of the later models is for fancy linings arranged with ornamental effects around the skirt, and with all manner of fancy pockets fitted in of the same material. This was observed on the coats of several firms. Among the materials used for linings—and all must be of bright colors—are flowered poplins, crepe de chine, charmeuse satin, pussy willow taffeta, etc.

Get Rid of Odds and Ends

In every store there are quantities of merchandise which get tucked away and receive neither the salespeople's nor customers' attention.

Now it can be logically assumed that some one could be interested in at least one of these items of dormant merchandise, if it could be brought to their attention.

Here is the suggestion. Place a good-sized table near the front entrance. Give it a specific name, so that it can be mentioned in your advertising. Then, each day take some bits of slow-selling merchandise and show them on this table.

Leave them on the table for one day's selling; then change them. Each day have new items displayed. If this plan is carried out systematically, all the slow-selling odds and ends will eventually be weeded out. And interest will be revived not only amongst the customers but amongst the salespeople as well.

You may hesitate to give up the valuable space near your entrance for this purpose. But this slow-selling merchandise remained stationary because it was not properly displayed, so obviously the only remedy is to show it to the greatest number of people, and give it every selling aid possible.

Play it up in your ads. Keep up interest in it. Eventually your customers will come in just to see what's offered on that table—since it's so conveniently located, just a step off the street.

DISCUSSION Re REDUCING DELIVERY COSTS

Recommendations of the Council of National Defence at Washington, Still Causing Much Discussion—May Result in Checking Rapid Rise in Overhead—Wholesalers Ask Retailers to Remember There Are Two Sides to the Question.

THE recommendations of the Council of National Defence, at Washington, that retailers everywhere should strive to release for military or other useful service all help that is not absolutely necessary, and urging in particular the restriction of delivery service, while no longer news, is still being freely discussed by the trade across the border and in this country. In several cities where retail associations were well organized, there have been some drastic reforms inaugurated.

In one Southern city, the merchants have agreed to the following rules: (1) One daily delivery only to any part of the city. (2) A charge to be made for any special deliveries to be varied according to size of parcel and distance covered. (3) Refusal to accept for refund, any goods that have been out of stock one week or more.

In other cities, while not definitely attempting the charge for extra delivery, every effort is being made to discourage delivery of small parcels, C. O. D. business and unnecessary buying of goods on approval.

That the evils that this movement is endeavoring to alleviate, have been increasing in their drain upon the profits of all stores, particularly the city stores, is well known, but that this form of expense, coupled with other "service" has become such an item, that in a great many establishments the wage bill of those employees who are not directly employed in buying or selling, is equal to 60 per cent. of the total, will come as quite a shock to many.

Rapid Increase in Overhead Must Be Checked

Many establishments that have made service their particular hobby, have gradually begun to realize that they were riding this pet of theirs toward ultimate ruin. Expenses that used to be considered high at 15 per cent. on sales, have mounted until, according to C. L. James of Hillman's, Chicago, as stated by him in a recent address, they approximate 30 per cent. in the average departmental store, and the very men who have been the biggest sinners in this respect, have begun to wonder how long the public would be content to pay this immense distribution cost.

That the public themselves have been to blame in demanding excessive service, is only partially true. The service has been thrust upon them, until they have begun to consider it a necessity, but merchants themselves in their desire to go each other one better, have no one but themselves to blame.

That there is, again, service that is necessary and profitable, no one will gainsay, but the extremes to which some stores have carried it, would seem to be bound to eventually react upon themselves in the increasing difficulty of enlarging gross profits to overcome the rapidly growing overhead.

While many were far-seeing enough to realize the dangers ahead, it needed war and its accompanying business upset to bring about the first attempts to grapple with the situation.

One of the biggest complaints that retailers have to make is that such a large proportion of goods sold are ultimately returned, involving a double cost, selling the goods and receiving them back, with absolutely no profit gained and very often with the goods depreciated in value.

One writer recently figured that in New York, nearly 50 per cent. of sales made, were afterwards nullified by the goods being returned. In this, of course, while the public are the sinners, they have been largely led from the paths of business rectitude by the pressing invitations "to take the goods home, examine them at your leisure, and return them at our expense if dissatisfied."

Returns and Approbation Should Not Be Encouraged

While it is and always will be impossible to do away with returns and exchanges, nevertheless much can be done, particularly at the present time, when people are in a receptive mood towards business changes, to impress upon them the necessity of only making exchanges when absolutely necessary and the habit of having goods sent out on approval, can be carefully frowned upon.

Some of the wholesalers, on the head of this agitation, have come back with the statement that retailers cannot justly complain of their customers, until they themselves achieve a change of heart and come to consider it a dishonorable and unbusiness-like practice to return goods to their wholesalers, unless there is just cause. There is much room for thought here, as it is a poor rule that will not work both ways, and there is no doubt that many have perhaps thoughtlessly, been doing the very things that they were bitterly complaining of others doing to them.

The whole discussion, which has for a couple of months been featured in both trade and daily press, has brought forth much of interest, and will doubtless, help to eradicate in some small measure, at any rate, some of the many evils with which the retailer has had to contend.

HOW MACMILLAN & CAMPBELL BUILT BUSINESS

They Are a Typical Firm in a Town of 3,000, Near a Big City—They Have a Commonplace Competitor—They Plan and Purchase Ahead in Order to Keep Ahead—Any Dry Goods Store in Canada Can Follow in Their Steps.

By John C. Kirkwood

AUTUMN this year is going to be good for all dealers in dry goods and allied lines, but for some it will be extra good. Those who do most business and most profitable business will be those who do a little pushing. For one firm in particular Autumn business is going to be good—the firm of MacMillan & Campbell operating a general store in Milham, a small Canadian town, situated pretty nearly everywhere.

It will be profitable to study the plans of this firm, for so we may be able to get some ideas and inspirations useful to others.

I

SOMETHING ABOUT MACMILLAN & CAMPBELL

MACMILLAN & CAMPBELL depend more on country trade than town trade. Milham is a place of about 3,000, a prosperous town, near enough, however, to a big city, Tormonwin. to feel its competition; and always there are the mail-order houses.

The two principals, MacMillan and Campbell, are neither old nor young men. They have vision and energy and courage; and the firm is not hard up. MacMillan is a good buyer, Campbell a good seller; so they are well mated. "Mac," as he is commonly called, is an efficient general manager; Campbell prefers to devote himself to selling and customers. Their store is a corner one, at the junction of the two main cross streets. It has windows on both streets, and is well fitted in the matter of furniture and such things. A good business is done in house-furnishings and millinery, and men's and women's ready-to-wear clothing.

Thus it will be seen that the firm of MacMillan & Campbell is a very ordinary one in its characteristics and advantages and handicaps,—a really typical firm. But the firm differs from many similar firms in the essential matter of aggressiveness.

On the opposite corner, diagonally, is another firm, older and once very prosperous. Fifty years ago, this older firm had a very big business. Its founders have been dead and buried this twenty years, and the business is now owned by a man of middle age. He brought the business several years ago, bringing to it a certain amount of energy and ambition, and an experience as a merchant both extensive and sound. But this man, whose name is Marquis, has to take second place to MacMillan & Campbell.

Marquis is a bluff type, not at all polished, and does not believe in putting himself out any to be agreeable. MacMillan and Campbell, on the other hand, are men who aim to be affable. Each at one time had been "on the road," and had acquired in that experience, as well as otherwise and elsewhere, a certain suavity of manner and easiness of approach that stood them in good stead when they joined forces to establish a business of their own. MacMillan is what they call a "ladies' man"—smooth-mannered and particularly attentive to the fair sex. Campbell is more of a man's man—a good man with farmers, for he was brought up on a farm. His more aggressive style and methods give him a force and directness not possessed in equal measure by his partner.

So much by way of preface.

II

THEY WORK TO A PROGRAMME

MACMILLAN & CAMPBELL have their Autumn programme—right up to the end of December—all marked out. It is after the following manner:

Week Ending September 8

Feature clothing and allied lines for school opening.

Begin to talk up house furnishing to those who have returned from their vacation.

Week Ending September 15

Make first showing of women's ready-to-wear garments.

Get after men's wear business.

Week Ending September 22

Millinery exhibit.

Feature dress goods.

Feature hose and gloves.

Feature silk goods.

Special showing of floor coverings.

Special showing of men's hats.

Week Ending September 29

Local fair week.

All departments to receive as much attention as possible.

Furnished suite put on this week.

Strong showing of men's wear goods.

Week Ending October 6

Draw special attention to furnished suite.

Dress goods and silks and staples to be featured.

Woolen underwear for men, women and children to be featured.

Week Ending October 13

Emphasise furnishing goods.

Feature millinery.

Feature silk department.

Talk boys' clothing.

Week Ending October 20

Special showing of fancy goods.

Staple goods to be featured.

Furnishings to receive special attention.

Millinery to be featured.

Men's goods to be featured.

Etc., etc.

The full programme is typed out—several copies of it, and a copy given to every employee. Those at the heads of departments are required to work out three weeks in advance a detailed programme of what they propose to make a special showing of. This detailed programme is handed to Wilson, who prepares the advertisements, and also to Campbell, general sales manager. Department heads confer with Campbell about their plans. They do this by appointment. Both they and Campbell take time to go into such matters fully and carefully. These conferences take place in the mornings, before customers become numerous.

Campbell puts and leaves the burden on his sales staff. His function is chiefly that of a counsellor and director. He refuses to let himself get tied up in the doing of things. His time is most valuable when at the command of his staff. Nor does he do much serving. Always his aim is to be free to greet customers, and to confer with them and with his staff.

By requiring his staff to prepare detailed programmes, Campbell makes department heads think and plan in advance. Also, he requires his staff to keep him informed concerning sales. All sales made are analyzed to show sales by departments, and a daily and weekly and monthly record is prepared. Copies of these records are supplied weekly to department heads, together with the comparable figures of the previous year. This acts as a stimulant on department heads, encouraging them to surpass old records.

III

DEPARTMENT HEADS VISIT TORMONWIN

ONCE a month, department heads are required to spend a day in Tormonwin, the Metropolitan city than is not far distant from Milham. The object of these visits is to keep department heads brushed up and keen. They visit the two principal department stores in Tormonwin, get new ideas, and to see what stock is being shown, and to ascertain values. They occasionally buy something to show their principals—and sometimes to show customers, for often the values and qualities offered by the department stores are inferior to what MacMillan & Campbell offer.

Also, these department heads visit the wholesale houses and manufacturers, to get needed sorting and special stock,

(Continued on page 105)

Getting the Most from Your Fur Department

MOOSE HEAD BRAND GUARANTEES BEST MATERIAL AND WORKMANSHIP
REGISTERED TRADE MARK

ESTABLISHED 1852

MR. BUYER, it is strictly up to you to make your FUR DEPARTMENT a real success—to make it show quick sales, good profits and thoroughly satisfied customers. The only way to do this is to buy proven furs.



Our range this season embraces all those qualities of excellence that the trade has grown to expect from this house.

The set of Lynx Furs here illustrated typifies the Style and Quality of our entire range.

We shall be glad to mail you, upon request, copy of our catalogue for this season. We believe that you will agree with us that this issue is ahead of anything previously shown in the trade. You will find this catalogue to be most interesting and helpful.

We have made and sold "Moose Head Brand" for more then sixty-five years.

L. Gnaedinger, Son & Company

90, 92, 94 ST. PETER STREET :-: MONTREAL

We want to do this for your corset department too

More than a corsetiere training school—a highly organized and proficient salesmanship school—is the Gossard Training School for Corsetieres. It leads to increased profits immediately after your corsetiere returns from our school—and that's what interests you—**profits.** These schools, held during the year throughout the Dominion, are only one phase of the service Gossard continually offers Gossard merchants.

"We are writing to tell you of the actual results of having two of our saleswomen attend your Training School conducted by Mrs. McMichael.

"It has proved a boon to our corset department, the saleswomen have put such enthusiasm in their work and shown increased interest in business generally.

"One pleasing result is that we are selling a much better grade of corsets. Not infrequently a customer asking for a cheaper grade of corset has made a purchase of a line costing three times the price. The young ladies have inspired confidence in our patrons and are constantly making new friends for the corset department.

"In eight weeks our corset sales have increased 183% over sales of the corresponding period of last year, which, we feel, is a direct result of the young ladies attending the School.

"The benefit is not confined to the corset department, but their lessons on salesmanship have helped our saleswomen in attendance in other parts of the store.

"We are looking forward for the next School to open, when it is our intention to send two other salesladies, as we believe they will return better equipped for their daily work. It is a splendid help, and we can highly recommend your plan to other dealers.

"Wishing you continued success, we are,

"Yours truly,

"GEO. VICKERS."

"Less than one year ago, we were called on by a Gossard representative, requesting us to put in a stock of Gossard Corsets. We said 'Yes' at once. Knowing that we had been asked frequently for the Gossard Corset, and knowing the high reputation of same, we were glad indeed to add the Gossard Corset to our already nationally advertised lines.

"When your Miss Johnston visited us for two days, our second floor was crowded with ladies waiting to see her, and in nearly every case the sale was made. We find the better class of trade have been buying this corset out of the city, and so many have expressed their pleasure in being able to secure them right here at home and at the same price.

"We sent our Miss Millard, who has been with us for several years, to attend the Gossard Training School, in Toronto. On her return, we mailed over one thousand circular letters, attaching the latest Gossard catalogue and Miss Millard's business card. This has brought us great results.

"We have erected on our second floor a fine fitting room, finished in white enamel, and large mirror, easy chairs, etc. This is the only store in Sarnia that has a corset fitting room, with a graduate corsetiere. We give the best corset service in the city.

"Our sales have increased 200% since Miss Millard has returned from the Training School. We are confident of great success and increasing sales in the Gossard Corsets. We are very enthusiastic over this department.

"Thanking you for your co-operation, we remain,

"Yours very truly,

"MILLS BROS."

"Since you have started these schools we have sent three different girls to them and they each came back greatly enthused over the increased efficiency they thought they had secured through attending this School, and we know that their attending the School has resulted in many sales that we believe would have been hard for them to make without the increased knowledge.

"Our experience has been that it gives a saleswoman confidence in herself, and in turn the customer has confidence in the saleswoman, knowing that on account of the special training, they are more likely to get the proper advice and help, which many women need in choosing corsets.

"We cannot speak too highly of the help that your Training School has been to our corset department.

"Wishing you every success, we remain,

"Yours truly,

"McLAREN & CO., LIMITED.

"Per A. Robinson."

It will pay you to write us for the advance dates and cities in which the next Gossard Training School will be held. Do so at once.

The Canadian H. W. Gossard Co., Limited

284-286 King St. W. - Toronto, Can.

Wear **Gossard** *CORSETS They Lace In Front*

READY-TO-WEAR

SOCIETY LADIES GRACE OPENINGS

Brantford Store Uses Idea That Could be Adopted in Smallest Towns—Leading Society Ladies Act as Living Models For Patriotic Reasons—Enormous Crowds Drawn by This Event.

THE use of living models for the Fall and Spring opening displays is admitted by the majority to be the ideal method of displaying ready-to-wear and millinery lines. The difficulties in the road are usually the securing of suitable models in the home town and the large expense involved in bringing in professionals from the larger cities.

Levy's Limited of Brantford, adopted an idea for their Fall Opening that should be within the reach of practically every merchant. Prominent society ladies, in this instance the local officers of the South of France Relief League, were asked to give their services for a handsome remuneration, which was, of course, later turned over to the society they represented. The feeling that they were acting in a good cause, stimulated these ladies to do this work, when, of course, no personal inducements could have secured the services of such suitable models.

Event Well Advertised.

The plans once laid and the ladies' co-operation secured, a complete campaign of publicity was organized to make the event thoroughly successful. The five lady models were photographed in some particular garment and cuts made from the pictures secured. These cuts were then embodied in their newspaper announcements for which double sheet spreads were used. The accompanying cut of the advertisement as it appeared, will clearly demonstrate how effective this method would be.

Invitations were then mailed to all the women of Brantford and vicinity stating that there would be three exhibits daily of the firm's new Fall styles on living models at 10 a.m., 3 p.m., and 7.30 p.m. on Wednesday and Thursday, Sept. 12 and 13, and adding that admission would only be possible by card. Cards could be secured on request either at the store, or if so desired, they were mailed direct. This gave an exclusiveness to the event that could hardly have been otherwise achieved and while, of course, no



HOW LEVY'S USE PRINTERS' INK.

Copy of two-page spread used by Levy's Limited, Brantford, to announce their Fall opening. Note the use of cuts, taken from photographs of the ladies who acted later as models.

applicants were refused, it is evident that there would be good excuse for preventing the entrance of any undesirable personage, if such a contingency should arise.

Guaranteed Garments Out of Stock

The advertisement also held the announcement that the firm guaranteed that every garment that would be displayed at this exhibit, was out of their own stock, not a set of samples loaned for the occasion by some manufacturer. Window display was, of course, also used to announce the special event, and a week before the day set, a card was displayed prominently in the windows, on which the following wording was clearly written: "Tickets of admission may be obtained at the office or will be mailed on request."

The management report the event was a magnificent success and feel that their store was brought into front rank prominence. The crowds were immense at every display, so much so people had to be turned away. The afternoon displays reported to have so blocked the sidewalk that a special policeman was placed to


LEVY'S
Living Model
Fall Fashion Pageant
OF
Suits, Coats, Furs, Dresses and Millinery
TO WHICH WE EXTEND YOU A SPECIAL INVITATION
WEDNESDAY AND THURSDAY SEPTEMBER 12th & 13th 1917
THREE DISPLAYS DAILY
MORNING 10 12
AFTERNOON 3 5.30
EVENING 7.30 9.30
KINDLY PRESENT THIS CARD FOR ADMISSION

Style of admission card issued. This helped to add distinction to the opening.

keep it clear. Even that, however, failed to deter the crowd from trying to get a glimpse of what was being shown as they took to the autos outside and stood up on the seats.

E. C. Greenhill, manager of Levy's Limited, writes that, "Personally I think it is the best idea that I have ever seen pulled off." Undoubtedly the use of the well known ladies, was the principal cause, contributing to the success of the event and the method used to persuade these ladies to thus display themselves, could be adopted in nearly any community.

It will be recalled that a large Ottawa store conducted some special merchandising event two or three years ago with the aid of the titled ladies of the capital, some patriotic consideration being the inducement that gained their services. As in this instance, the result was gratifying in the crowds attracted.

Originality, as exhibited in several features of this sale, was the factor that made this opening stand apart as something entirely different from the usual stereotyped affairs.

Toronto Models Secured

In Hamilton, the use of living models was adopted by "The Arcade" for their Fall openings. In their case the models were secured from Toronto, and they also report that the results were ahead of expectations.

It is the opinion of the management of this establishment that this method of displaying ready-to-wear is incomparably superior to that of using wax figures and show cases.

FALL FASHIONS AS GLEANED FROM N. Y. STORES

Novelties of All Sorts Featured at the Fashion Resorts and in the Windows.

NEW YORK, October, 1917: Every department in all the big stores has been humming during the past month, and by the interest shown and big purchases made already, the Fall and Winter season promises to be a big one in all kinds of wearing apparel and household goods. Various attractions are found in the stores' special displays and some new departments.

Jas. McCreery & Co., have opened a new household furnishings department on the sixth floor. Labor saving devices for the house were demonstrated at the opening and huge crowds attended.

Bonwit Teller & Co.'s announced a showing of "Jeune Fille" apparel thus:

"The unusual and the original are expressed in a manner to suit each garment to an individual type. Strictly tailored suits have the narrow shoulders, close-fitting sleeves and finesse of custom products. Lounge suits have naivete and studied insouciance. Fur-trimmed costumes possess the necessary touch of formality. Walking frocks of serge are trig and trim. Afternoon frocks in style themes and motifs essentially youthful. Debutante evening gowns present ideas entirely different.

The suit fashions at Franklin Simon & Co., show models with ripple or draped coat, basque front, also slender, straight line models with fur collars and cuffs, many custom tailored.

Coat fashions showing the slender Directoire lines emphasized by longer length coats are the new vogue from Paris. The collar, sleeves and pockets show pronounced fashion changes.

Suits at Abraham & Straus's are fashioned of broadcloth, duvet de laine, Oxford melton, cut velour, velveteen and rayonner cloth. A number are fur trimmed. The color range includes black, beet root, taupe, navy, plum, reindeer, Pekin blue, green, Maduro brown, shown in sample sizes only.

These coats are developed in Bolivia, loopine, broadcloth, vicuna, plush, chasseur velour, Oxford Melton, and velour. Fur trimmings include Hudson seal(dyed muskrat, kitt coney (rabbit) and beaver nutria, also models without fur. Colors are bottle green, black, navy, maduro. brown, reindeer, taupe, Burgundy, beet root, plum and mixtures.

This store has been attracting especial attention by the opening of their new fashion floor.

Nankeen Cloth

Many new and interesting materials are employed one of them is Nankeen cloth, a type of broadcloth, but lighter in weight and having a suede finish. In citron shade it is very pretty fashioned into a suit with large, flat patch pockets outlined with many rows of floss stitching in a darker shade. There is a tie sash also, and collar of Hudson seal which fastens irregularly near the left shoulder, tinted buttons trimming its slanting edge. Novelty fur cuffs also show a colored button on the upper side. In back a yoke effect is produced by certain lower sections joining at shoulder blades and forming double inverted pleats down the center.

At J. M. Gidding & Co.'s is a suit of tan Nankeen cloth; the skirt is scant with a panel front; one-half length box pleated tunic; the pleats are stitched full length and trimmed with bands of seal fur; the jacket has a plain loose back and under arms, extending to below the normal waistline; the fronts cross surplice fashion; cut in with the fronts



The tunic idea thrice over

are long straight ends which fasten on the skirt at the hipline; seal shawl collar; long sleeves, narrow cloth cuffs.

Amethyst Velvet

A waist of amethyst velvet and crepe is displayed at Frederick Loeser & Co.'s; the velvet back is shirred in at the waistline and has a short peplum; cut in with the back is a short jacket reaching to the bustline on the front, under the jacket is a foundation of crepe with a straight, loose piece of velvet falling over the waistline; the neck is cut round on the back and has a yoke of gold and silver lace, lace revers; long crepe

sleeves, velvet cuffs decorated with a touch of lace, two velvet bands trim above the elbow.

A second model has a white crepe foundation with lace hems and box pleats of dark blue crepe over the shoulders, it is veiled with dark blue crepe; the long sleeves are bronze crepe, shirred at the shoulders; the body is trimmed with simulated straps embroidered with steel beads and green and bronze floss; shallow round collar with the edge beaded.

And one with an orange taffeta foundation is veiled with taupe crepe; the back is plain and shirred to a belt of taupe silk; on the front is a square pleated yoke, finished below with a straight crepe band; the neck is round and finished with a band of shirred white net; the back of the neck, the armholes and the band below the yoke are embroidered blue, green and red changeable and steel beads.

Velvet Coats

A coat of brown velvet combined with satin and beaver fur, Lord & Taylor are displaying; it is full length and loose fitting; the front and back is velvet edged on the side with a narrow fur band and on the bottom with a wide band; the satin side ripple; long satin sleeves, deep fur cuffs; wide fur collar, close fitting on the back.

A purple panne velvet is also full length; the lower section is gathered on a deep round yoke; the long sleeves are cut in with the body; blue fox collar and cuffs.

Butterflies painted all over the crown and upper brim of a velvet hat is a new idea produced by one modiste. These butterflies are placed so close together that they give the effect of being woven into the velvet.

An imported corset of heavy pink silk tricot is buttoned in front in interlapping scallops, which prevent any possibility of gaping. This corset has only two bones at the middle of the back.

Bandeau brassieres are made of white or flesh brocaded corset cloth, with border of real filet or Irish crochet lace at the top. They are held up by narrow strips of lace across the shoulders.

At R. H. Macy's is a hat with mole crown and broad brim of satin with scallops of mole at the base of the crown and trimmed on the back with an uncurled gray and white ostrich feather which passes through the brim and falls on the hair.

A blue velvet with an oval crown and narrow rolled brim is almost covered with a large bird.

Another with a crown of brown velvet shirred through the center from the back to the front on a heavy cord, medium width straight brim of brown feathers; through the crown is a long pear shape pink of colored enamel and beads.

And one of taupe velvet with an oval crown covered smooth: the brim is narrow and straight with wider left side edged with a turned in cuff; at the base of the crown is a satin ribbon tied in a bow on the right.



SIMPLY CHARMING.

This is one of the adorable yet simple creations for both formal and informal wear this winter. It is of peach Georgette gracefully draped and trimmed with bands of silver fox. The long sleeves and low decollete are new features when used together. A dainty ciel blue ribbon encircles the waist, and a nosegay combining all the colors of the gown is coquettishly placed on one shoulder.

Plaid and Velvet

One novelty suit combines a skirt of Scotch plaid serge in various clan colors with a coat of velveteen whose shade corresponds with the dominating tone in the plaid.

Skunk is used for the standing throat collar and sleeve bands to simulate cuffs, though the narrow self belt which controls waistline fullness is of self material. The plaid also serves to face the collar and under either front of garment whose skirt section is built with a deep shirred flounce joined with a self cord at hipline.

Side pleats are arranged on the plaid skirt from under the broad center box pleats at front and back, and patch pockets with hems rolling up from their base are placed over the pleats at either side.

A new negligee is in smock style accordeon pleated with V-neck and elbow sleeves edged with piping of beads.

A beaver jacket has cap-like sleeves, is belted and slit at the hips; collar and sleeves are bordered with natural muskrat.

Lord and Taylor's show a smart dress of sand-colored serge with three one-inch bands on belt and one on collar of navy serge. Skirt has wide box pleats only, a belt-buckle and satin tie trim. Sleeves are close-fitting, with five buttons from wrist nearly to elbow.

A hat by Ora Cne is made of silver brocaded ribbon several inches wide; a "near fur" band binds the bottom of the hat and rests on the hair. The soft draped effect extends in high point at left side.

The zuave skirt appears in a dainty dance frock of white satin, with side drape; bodice has a softly pleated yoke, shoulder band and drop-shoulder ruchings of chiffon.

Pistol Pocket

The latest thing in martial styles will be the old-fashioned hip pocket—an institution that has been purely masculine since men discarded knickerbockers for trousers. But the nearest approach to firearms women will carry in the new pockets will be powder—of the facial variety.

The use of navy blue to replace khaki-colored materials is advocated in order to conserve khaki dyes for army uniforms. Cottons and ginghams for house dresses are also proposed.

Balch, Price & Co. exhibit a cape of seal fur; it is short and made with a waistcoat front; the waistcoat is cut in points, flat collar; four pockets.

Bustle Fashioned Suits

In introducing the new autumn coats and suits at their opening, Abraham & Straus, Brooklyn, offer: "Models introducing, among other fashions, the quaint bustle fashions in suits and dresses; the Russian influence in suits and dresses; the Russian influence in its simple elegance; the mode of Chinese lines and embroiderie; the early Victorian tendency in evening gowns, and the 'pencil silhouette' of the Directoire period."

Highland dresses of plaid serge, for women are shown by John Wanamaker,

Skirt and Waist Attractions

Sketched by DRY GOODS REVIEW *Artists.*



GEORGETTE AND SERGE.

Original blouse in free lines for slip-over style. No seams, except at drop shoulder and under arms. Dressy shawl collar. From Standard Ladies' Wear, Limited.

Smart new skirt of soft blue serge with belt and stitched pockets cut in one. Even tailored togs are allowed a few dangling tassels. Made by Baker Skirt Co.



A RIVAL FOR DRESSES.

Smart white Georgette blouse with black soutache braiding, black satin collar and piping, and tiny pearl buttons. From Maxwell & Co., Ltd.

Dressy black satin skirt with soft girdle, novel side draping and satin-covered buttons. Made by Gardiner, Foley & Co., Ltd.



FOR THE BRIGHT FALL DAYS.

Broadcloth suit with novel fastening, clever trimming and collar of basket woven bands in lighter tone. The high waist-line and huge soft collar are youthful cuts that will appeal generally.

New York. In announcing this showing, they say. "Such combinations as we used to wear to school long ago—only enlarged now and made more exaggerated to achieve distinction." They are to be had either in red, blue and brown or green blue and gold plaids, in serge, with white satin collars, cuffs and chemisettes. The skirts are very slightly draped at the sides.

An eight-window spread of everything that a woman's wardrobe should contain, showing an Egyptian motif in every piece of merchandise in the trim, was displayed at Lord & Taylor's.

At B. Altman & Co.'s is a full length cape of purple velvet; the edges are all finished with squirrel fur; broad flat fur collar.

James McCreery & Co., are showing a suit of green Silvertone velour; the skirt is moderately full; the jacket one-half length in the back, shorter on the sides and still shorter on the front; the sides below the waistline are trimmed with cord tucks; beaver collar; long sleeves, beaver cuffs; the cuffs are corded at the elbow; belt at the raised waistline.

A novel evening coat was made of yellow satin entirely covered with chiffon painted in old blue asters of various sizes; a 10-inch band of blue chiffon velvet edged the coat and the mandarin sleeves; in place of a collar there was a gathered up velvet hood lined with yellow and the painted chiffon over it.

A reversible evening cape of black chiffon velvet lined with yellow chiffon velvet had a twisted yellow and black cord with tassels to hold it at neck under a floppy ruche of baby Persian lamb which harmonized well with both colors.

Dresses

Worth shows a dress with a blue satin foundation; the skirt is veiled with a three-quarter length tunic of serge; the tunic is pleated and opened on the sides; the serge waist spreads on the front, showing a vest of satin embroidered with gold and silver metal threads; the waist fastens at the base of the neck; turnover collar; long sleeves; the natural waistline in the front is defined with a wide belt with girdle ends which drop low on the back.

At Franklin Simon & Co.'s is a dress of brown Poiret twill; the waist is fitted and crosses surplice fashion; the surplice ends pass through openings above the waistline and finish off in a belt at the raised waistline on the back; collar of blue satin; the foundation skirt is scant; attached to the waist is a long overskirt; the overskirt is fitted on the back; the sides are slightly gathered at the waistline; the front open showing a panel front of the foundation; the overskirt is banded with fur; long sleeves.

One gown worn recently was of velvet and white broadcloth. The jacket of velvet fitted the form and the high collar, waistcoat and cuffs were of white broadcloth. A pleated broadcloth skirt formed a contrast to the black velvet.

Square and round necks have almost entirely replaced V shape, and it is noticeable that gowns are not nearly so low, while hardly ever does one see the arm without some covering, no matter how diaphanous.

At the theatre a girl in evening dress wearing no hat had her entire head swathed in white maline ending in a huge butterfly bow at left shoulder.

Displayed at B. Altman & Co.'s are stock collars of colored velvet; the collars are crushed and have bows on the back with tab ends; to the left side back is a cluster of fruit and leaves of chenille.

At James McCutcheon & Co.'s is a dress with a skirt of canary taffeta, veiled with pink crepe; the crepe skirt is draped and tucks under all the way around; the bodice is lavender satin, piped with silver cloth ribbon at the top;

(Continued on page 106)

FALL READY-TO-WEAR MAKES ITS DEBUT

Stores Are Alive With Interest and Confirm Early Fashion Reports—News From Opening Advertisements.

FROM Vancouver to Halifax and from San Francisco to New York, dry goods stores during the past month have been in a state of satisfied excitement over the attention they were about to receive from the public for their new stocks of merchandise in every department. The chief interest in the ready-to-wear sections especially just now and for the next few weeks will be in watching the disposition of merchandise to the public and the public's attitude towards the displays. This year some innovations were noted in the various methods employed by stores at their openings and as nearly as can be judged so early in the retail season, the displays were successful. The reasons for such a conclusion are two. One is that everywhere large crowds of spectators were attracted to practically every department of the dry goods stores; public interest was stimulated. The other is that the popular garments actually selling, are of the better class. War conditions are partly responsible for the latter fact but it is everywhere evident that where quality and style have been given free and proper play they have meant business to the trade.

A brief review of some of the display and other selling methods adopted and fashion notes from advertisements, follow with a view to providing food for, thought for those who are looking for new ideas to present at a future opening, and for confirmation of the fashions upon which they have laid emphasis this season.

Many of the large stores merely made announcements of their opening dates in their advertisements. Others went into fashion information on all wearing apparel for women, misses and children and another type of advertisement discussed individual garments making the price feature rather prominent.

In the announcement of the John Murphy Co., Montreal, style features of suits, coats, blouses, corset, boots, etc., were considered separately with a general idea as to price, such as:

"At a price range of $15.95 up, will be shown a splendid selection of suits of this fashionable description."

The Right House, Hamilton, had in addition to descriptions of their own goods, a closely set letter from Paris regarding the Fall openings there. It dealt with the general influences in fashion this year, such as Greek, Russian, Far Eastern, with accessories, hats, fabrics, gowns, coats, etc. The featuring of prices was rather prominent for all the new things, including coats, suits, dresses, skirts and children's wear. One day the whole announcement dealt with juvenile wear.

Goodwin's had a panel of "Fall Opening Notes" in their announcement of the "Promenade de Toilettes." A striking feature at this store was the promenade by the leading ladies in the "Miss Springtime" Company which was playing in Montreal that week. The store believed that actresses are skilled in the wearing of fine clothes to the best advantage and so engaged these young ladies one afternoon for a couple of hours, to wear the new gowns, suits, hats, etc., for the public to observe. An orchestra in attendance was an added attraction. One of the Goodwin windows caused much comment. It was arranged as a conception of a Greek garden, with sculptured pedestals, and an impressionist painting representing a sunset over the Aegean. Gowns exemplifying the beauty and simplicity of Greek draping and coloring were displayed.

At Freiman's, Ottawa, Almy's, Montreal; and Eaton's, Toronto, living models paraded to orchestral music. At Eaton's Winnipeg, were fashion tableaux. Four of the "wax" figures came to life and paraded.

The newspaper announcements of the Regina Trading Co. were scattered with red headings calling attention to the various classes of garments.

Among the stores which used large newspaper announcements, preferring a few generalities to much detailed reading matter were the Paquet Company, Limited, Quebec; J. H. Gould, St. Thomas; The Robert Simpson Company, Toronto; R. E. Walker & Co., Fort William; William Hay, Kincardine; McKinnon's; Weyburn; Almy's Montreal.

Special announcements from their various departments regarding new goods, prices, trade situation, prospects, etc. were made by Smallman & Ingram, London; McGowan & Co., Saskatoon; D. E. Macdonald & Bros., Guelph; Chapple's, Fort William; The Arcade, Hamilton; The Simpson Co., and Clarke & Co., Lethbridge and many others.

A fashion show with living models was a feature of the Street Fair at Montreal last month, when prominent Montreal women took part. It was a unique charity festival.

The fashion notes at the centres of the west, middle and east agree nicely and with good crops everywhere it is confidently expected that good dressing will continue through the Winter season approaching and therefore style features both as to cut, color, material and trimming will require continued emphasis on the part of retailers.



POMPOM CLOTH COAT.

Though buttoned up to the ears and chin, collars still take in the shoulders.

POINTS FEATURED IN COATS

Straight Lines—Thick, Soft Materials—Huge Collars and Fullness Everywhere.

Some of the opening notes regarding the offerings in new coats run thus: "Top coats show straighter lines and new crush collar. There is ample fullness in the straight skirts of these Autumn coats, but they hang down straight, instead of flaring outward as in the season just past. Collars are wide and deep, and when fastened crush into soft folds around the neck, the shoulder points of many of them crossing over to button in front. The belt is an almost universal feature. Beaver, cheviot, velours, broadcloth, kersey and Freize are the materials of chief use, with Madura brown, beetroot, balsam green, navy blue, purple, black and mole as the favorite colors. There is a special



YOUTH FOR ALL

The coat pictured here is one of the garments that are making the conception of the fountain of youth real for the large woman. It is fashionable too; note the new collar with fur head and silk cord fringe and braid; the pretty buttons, the cuffs and the distinctive lines of the model.

variety of styles at $25.00."—The John Murphy Co., Montreal

"Women's and misses' whitney coats in Burgundy shade. 50-inch models will be much sought after for motoring, as they are very warm. There are broadcloth coats in navy, black, grey and Russian green. Plush coats, with or without belt, 48-inch models and misses' silk velour coats in black, Java brown and Russian green. Full length models."—The Right House, Hamilton.

Coats, woolen fabrics, velvet velours and plushes, satin, wool velours and broadcloths, lavishly trimmed with furs or fur fabrics, are the materials for the Fall and Winter coats. They average 2½ to 3 yards—giving a narrow silhouette, although a few models for evening wear have a very wide sweep. Taupe is the most popular color—followed by dark green, seal brown and the brighter shades of blue. If there is any special emphasis placed on any part of the coat it is the collar. Fur collars simulate capes that reach almost to the waist line and cover the ears when worn high. Other styles wrap around the neck and fasten anywhere—directly in back, in front, on either side or both sides. Buckles, large buttons and tassels are used to fasten the collar."—Freiman's, Ottawa.

"The softest and most velvety of Bolivias, velours and the new two-toned velours with such large collars that they resemble capes and some are equally full. Fur also appears in the form of large cuffs, or it may be a treatment of velvet with large squares set on the hem of the skirt or trimming a hanging pocket. Colors include chocolate brown, beige, green and other shades. These coats show the newest of lines, and, not to reveal too much of a secret, they are quite different. $21.50 to $75 are the prices."—Chapple's, Fort William.

"The coats will impress you with the soft, velvety warmth of their fabrics, of which the chief favorites are the new pompom cloth (like Bolivia, only silkier and deeper of pile), velours, Duvetyn, Bolivia, "Silverton," soft, nap-faced weaves, and Rodier's djersabure (velours pile and Jersey back). Their collars know no limit in size, many of them reaching almost to the waist at the back, and when closed crushing softly around the neck like a muffler. On the loveliest models they are of fur—Hudson seal (seal rat), moufflon, Kolinsky, beaver and Alaska sable (skunk). Nine out of ten coats show belts, and all present the straight line of prevailing mode. The colors of first favor are taupe, balsam green, Burgundy, brown and navy blue."—Eaton's, Toronto.

"The Winter coats are all the big full sort, most of them with belts, and many of them too with fur collars or fur trimming. Beaver, moufflon and Hudson seal are favorites for trimming. Bolivia cloths, the new silver toned velour and the new "pompom" cloth are the materials used in some of the most striking coats. Broadcloth appears to be still very popu-



FOR 1918

What could be more desirable as a house dress than this neat, practical model of blue and white gingham with white repp? The novel little gingham smock dress is white, rose and dark green colors, with rose trimming. The pockets low down and the shirt front are features. The kimona is of crepe with small blue poppies and bordered front. The extremely large collar and the blue ribbon ruching are attractive.

From the Canadian Converters Co., Ltd., Montreal.

lar and in the less expensive coats some charmingly smart cheviots and serges, the leading shades are rose-taupe, African brown, Russian green, beetroot, black and white, and, to be sure, the ever fashionable black and navy."—Almy's, Montreal.

"Separate coats are an important item, as shown for the autumn wardrobe. Serge and tweed coats for every day wear during the autumn are shown in long-belted styles with large collars. Dress coats are featured in similar shades to the suits, in broadcloth, velour and beaver cloth, smartly cut and stitched with trimmings of large buttons, fur and fur fabric, many of them having the square fitted back in the waist, with a full skirt. Full sleeves, with wide cuffs are shown on many of these coats and Raglan effects with convertible collars are well-featured."—Morgan's, Montreal.

Fur Collars Important

Fur collars are much in demand on Winter coats. This year's coatings are velour cloth, beavers, broadcloths and heather mixtures in two-toned effects. The fur collars are of the large shawl variety, some of them with tails, and are made of Bolivia sable, natural coon, beaver, Australian opossum, clipped otter and marmot. The colors of this year's coats are taupe, prune, purple, Russian green, Burgundy, brown, tan and staple. Black plushes are much in demand with fur trimmed collars, as well as plush and crushed plush collars and cuffs."—Robinson's, Hamilton.

"Luxurious new coats for afternoon wear are seen in a variety of appealing charm of silky, woolly, pile fabrics, the shimmering lining with the great attention given to the details of make up."—Eaton's, Winnipeg.

Murray-Kay's thus describe some of their coats: "An extremely attractive coat was of Pekin blue velour cloth beautifully lined with satin of the same shade. Panels with deep bands of taupe squirrel fur fell down the sides the same fur being used in high collar and cuffs. Buttons of the cloth set to the foot of the skirt, and straps at the back waistline gave a smart finish to an altogether novel garment. More novel still was a long model by Doucillette in beige shade in fine velour cloth."



EXCLUSIVE PLUSH COAT.

Handsome model of new black satin striped Parisian mohair; black silk crochet buttons; Kerami collar and cuffs; fancy mustard-color silk poplin lining. Made by John Northway & Son, Ltd.

SUITS IN VARIETY

Beware of Long Cold Winter—Longer Suit Coats Accepted—Also Narrower Skirts—Velour a General Favorite.

SUITS were given quite as much emphasis as coats although Canada does usually take more kindly to coats for Winter. It is just as well, therefore to push suits while the bright Fall days are here. This will be doubly necessary this year if the weather man is correct. This is his prediction:

"It's going to be a cold, cold Winter; so cold that somebody will think that Robert E. Peary has left open the door to the North Pole," Professor A. L. Snider, weather prophet, of Griffin, Ga.

He predicts that the coming Winter will be a long, hard, cold, one, for driving sleet storms and heavy snowstorms will occur over various sections of the country, followed by great cold waves turning into severe blizzards that will reach far into the South. December will be a cold, wet, stormy month. December will be known as the sharpshooter month, for the cold waves will be so piercing. The coming Christmas will be a white one, for many snowstorms will occur, all to be followed by a sweeping cold wave that will make man and beast take notice.

This refers chiefly to the United States but we in Canada may just as well profit by the prospects also.

Therefore, do we talk again about the loveliness of suits at present and purchase the warmest coats obtainable for the storms ahead. These are the authoritative comments on suits:

"In suits and gowns shown, blue, copper, grey and corinthe and a peculiar brick red, are the leading favorite shades. Suit coats are longer than last season, and some are shown with vests of contrasting colors."—Eaton's Winnipeg.

"Smart indeed will be the exhibit of outer apparel in luxurious velvet, rich broadcloth and velour, practical Burella, serge, whipcord and cheviot. Navy velvet and broadcloth are delightfully combined in a stunning imported model. The velvet coat has a broad broadcloth belt and cuffs, braid trimmed, and a broadcloth yoke brings out the same touch in the skirt. Several blue serge costumes show coat and skirt trimmed with silk braid. Horizontal folds of the suit materials are used on several models. A costume in the new fawn shade, shows a coat heavily pleated into a high belt."—Almy's, Montreal.

Dress costumes are braid-trimmed and embroidered and are shown in Burgundies, greens and browns, especially in the darker shades, taupe and dark greys in gabardine and light-weight velours. The skirts for the most part are simply cut, and neither very wide nor very short, and the coats quite long, with large collars and cuffs, in many cases of fur fabrics, which are extremely fashionable as trimmings this season. Most of them have pockets and all have buttons in greater or lesser number. Broadcloth and gabardine are the favorite materials in the black suits."—Murray-Kay, Toronto.

"Women's suits at $32.50. French serge. Colors are navy and black. Coat is satin lined and has inverted pleats that give it a high-waisted appearance. High standing collar is of self and buttons on the side. High-waisted skirt is gathered in back and has belt. At $39.50. Material is good quality broadcloth. Colors are green, navy and black. Coat has straight-fitting lines, slightly caught in at the waist and featuring pleats below. Large reversible collar. Rippled skirt is gathered in back and belted."—Right House, Hamilton.

"The narrower shoulders, longer coats and narrower skirts prove conclusively that the mode is influenced by Period lines. An abundant use of fur is a noteworthy feature, among the fashionable peltries being Hudson seal (seal rat), nutria, moufflon, Kolinsky, Isabella squirrel and Alaska sable (skunk). The materials comprise wool velours, serges, silverton, velvet, Duvetyn, Bolivia, gabardine and poplin. There is prevailing fondness for such dark, rich tints as: taupe, purple, Burgundy, beetroot, navy blue, raisin browns, tank grey, balsam green."—Eaton's, Toronto.

"SUITS.—The length of the Fall and Winter jacket varies from a couple of inches above the knees to within an inch of the skirt hem. The bottom is often cut in uneven lengths—the front and back panels may be shorter than the sides—or vice-versa. Fur frequently trims the edges in widths from one inch to ten. Belts are still in vogue and there is no rule as to the placing of it. Suit skirts continue to be made on simple lines and are quite narrow. If pockets appear on the coat they are often repeated on the skirt. An occasional long tunic or low side drapery is shown on dressy models."—Freiman's, Ottawa.

"The new suits have long coats, close fitting sleeves, and narrow skirts. Trim-looking indeed are the new suits with their long, semi-fitting coats and straight skirts. Some are in mannish, plain tailored styles, other show pleats, yokes and gathers, the belt being an almost invariable feature of the coat. Pockets and collars are considerably smaller than before, and black military braid and black bone buttons are in strong evidence by way of finish. Serge gabardine, poplin, velours and broadcloths are the fabrics of first favor, with navy blue, taupe, balsam green, Madura brown, Burgundy, beetroot, purple and black as the shades of modish choice."—Murphy's, Montreal.

"Suit coats are longer this season, running to 36 and 38 inches. Broadcloths, gabardines, French coating serges, cheviots and heather mixtures in gray, brown, green, Burgundy, taupe, navy and brown are the favorites. Embroidered and braided skirtcoats of the plain variety, with pockets, are the rule."—Robinson's, Hamilton.

DRESSES

Brown a Leader Among Many Colors—Tunics, Drapes and Pleats Profuse—Crepes and Satins in Every Town—Serges for Everyone.

THE great variety of gowns now before the public shows richness, beauty and colorings as thrilling as in any peace period. Simplicity is to be found too in some of the most attractive creations. In fact simplicity of line and treatment is characteristic of the great majority of the new season's dresses. The following fashion notes only bear out the reliability of the prophecies of DRY GOODS REVIEW in all its issues dealing with Fall prospects.

"Brown is apparently a favorite color

for afternoon wear and is shown in a variety of silk, satin and crepe de chine models, combined in several styles with Georgette crepe, with a few gowns made entirely of Georgette trimmed with some heavier material. A good many sheer sleeves were shown, with the balance of favor going to those of the solid material. Bolero and vested effects are featured, also gowns with double skirts or overskirts, and the moyenage styles. A novel feature is shown in a gown of satin and Georgette, with a monk's cowl collar of satin and a V of white Georgette. Some of the gowns have revers and fancy or buttoned vests. Another style shows a round knife-pleated overskirt and bell cuffs of the bolero-shaped bodice, with a long draped front. These draped bolero effects are shown on several different types of gowns. Besides browns, are shown rose shades, Burgundies, greens and blacks, with a few navys. Trimmings include some beading and embroidery, soutache braid decoration, and filet lace for collars. Many of the serge dresses are in coat styles and bolero effects, while a Mexican effect shown in several colors has the bolero embroidered in a contrasting shade, such as pale grey on navy, in wool and a crushed satin girdle of the same shade." —Morgan's, Montreal.

"Soft, dull satin, charmeuse and crepe meteor compose the afternoon frocks, and duvetyn and velours—wondrously fine, supple weaves of them—are used for the tailored gowns of latest vogue. The Empire waistline, the Russian blouse and the Chinese tunic vie with one another in artistic effect, and the bustle actually reappears in some of the French creations. But while draperies, tunics and simulated panniers are in evidence on the softer afternoon frocks the narrow skirt and the slim, straight line prevail."—Eaton's, Toronto.

Serge Featured Exerywhere

"Serge and satin dresses are immensely smart. The tailored frock of navy serge for informal wear; the softly draped frock of satin for afternoon and evening use—this is Fashion's idea of what your indoor costume should be for Autumn. But she offers other materials, too—crepe de chine, crepe meteor and messaline in the way of silk, and gabardine and poplin in the way of cloth. Black and navy predominate in the serge and gabardine models, while the fancier silk dresses include taupe, mole, madura, navy, black, beetroot and balsam green."—Murphy's, Montreal.

"A model deserving of particular attention is fashioned of all wool serge, combined with fine quality satin collar and cuffs. The trimming is carried out with beautifully embroidered soutache in military effect on front. Skirt is pleated all round. Another distinctively different dress is made of fine ladies' cloth with long tunic. Handsomely embroidered down front and finished with deep band round bottom. Large collar, long sleeves which are made with flare cuffs at hand, all help to complete this very charming dress."—Regina Trading Co.



SOUTACHE BRAIDING ADDS DISTINCTION

A touch of distinction is added to this suit by the gray soutache braiding. The suit is of fine French serge and the collar and cuffs are trimmed with seal. The embroidery on the veil is also effective, carrying out, as it does, the main idea of the dress.

"Dresses for indoor and outdoor wear form an attractive display. The materials most used for clothes are broadcloth, serges and crepe de chine, nearly all made with long and short tunics or side drapes and sash effects. The collars are of white satin with Georgette crepe. One very attractive dress had a coatee and front vest, with Georgette crepe. Another of black satin with Georgette crepe was also much admired. Some are shown in moyenage style, of satin and Georgette crepe, with transparent sleeves of ninon and Georgette crepe. Many dresses are embroidered in silk, with beaded effect and some have a surplice effect. Sleeves will be worn very tight this season."—Right House, Hamilton.

"The clever new tailored dresses, feature embroidered and braided models with large collars, some of them being entirely of fur. The materials are French serges, broadcloths, velours, poplins, gabardines, silvertones and pebble cheviots in all the rich Fall colorings." —The Arcade, Hamilton.

"Skirts are a little narrower. Street or afternoon dresses have the long pannier effect. Overskirts are richly embroidered and the Russian blouse is very popular. Taupe, green, purple, Burgundy, navy, black and Copen are the favorite colors. Cloth dresses have the pleated skirts, deep yokes and the wide embroidered belt effect. Collars are large and the colors are navy, Burgundy, green, black, and brown silks, satins and taffetas in stripes are favored, with smart tailored pockets and the popular pannier effect in all the staple shades." —Robinson's, Hamilton.

"Trimness and simplicity are notable in the new dresses. The straight-line effect dominates every type of dress, satin or silk combined with serge the favorite fabric. The practical woman and the fashionable woman come nearer to the same standard in dresses this Fall than ever before. Whether the garment is high or low priced the style is simple and practical, making the dress adaptable even for semi-formal wear. Loose panels and pleated panels predominate. Belts are arranged in a variety of cunning ways. The new round and square collars are designed with rare cleverness. Materials are serge and satin, or serge and silk. Many attractive models are shown in combinations of Georgette, or crepe de chine with serge. Navy is the most popular shade, often with combinations such as grey, beige, sand, and taupe. A new color note is struck in gazelle, a shade between taupe and brown. Other popular colors are nigger brown, taupe, snuff, Russian green and Burgundy."—McKinnon's, Weyburn.

"An afternoon gown of black silk crepe combined with black satin has a tunic of alternate panels of gold embroidered crepe and satin dropping over the under drapery of satin. The embroidered crepe is used for the waist over Nile green crepe and gold lace.

The green crepe appears in a fold at neck. The leg-o'-mutton sleeves have an embroidered inset from the shoulder. An evening gown of peach colored satin has a soft drapery which flares at the side and drops over a silver banded petticoat. The corsage is formed of draped satin, white crepe and silver embroidery with a bouquet of white velvet and silver leaves."—Goodwin's, Montreal.

"Are all women young? You may ask after you have seen the new frocks for Fall. Most assuredly they are, for growing old in spirit went out of fashion many years ago. The new frocks are joyfully optimistically youthful, with simple trimmings and straight lines. Black, navy and dark shades of brown in the serges, satins, taffetas and crepes are too varied for description in a wealth of exclusive styles."—Chapple's, Fort William.

"Whether the garment is high or medium priced—the style is simple. Quality is another factor more uniform than usual. For the inferior showy dress has been discarded for the garments of good quality fabrics with little trimming. Trimness and simplicity are particularly notable in street dresses. Although afternoon dresses may be cut on similar lines, there is a decided tendency towards the use of sheer pick crepe, satin, and serge—with a great amount of drapery and pleats. Satin and serge in black and navy practically covers the range of materials and colors for street dresses. Loose panels pleated panels—in varied lengths—turnover collars extending to the waist line—round and square collars are popular. Belts are worn with both afternoon and street dresses in a great variety of ways."—Freiman's, Ottawa.

"A decidedly new note is seen in the coat-dress suitable for street or house wear. One particularly noticed was of beaver cloth, with collar and cuffs of beaver fur, pretty touches of hand embroidery in French blue, the collar being lined with the same shade, and a novel wrist band of fur adding a smart finishing touch. In dinner and afternoon dresses daintiness reigns supreme. One beautiful model is of amethyst satin and chiffon, over an underskirt of pink silk with gold thread. The overdress is shirred at the waistline, and the bodice embroidered in dull silver. Another exquisite frock is of robin-egg blue satin and net, with silver ornaments and wide wing sleeves of the net."—Murray-Kay's, Toronto.

"Serge dresses, for the most part are made with straight lines, the afternoon models have tunics with low knotted girdles. These are some striking models in black, blue and beige. For evening wear trains are in vogue again, either square or pointed."—Eaton's, Winnipeg.



POCKETS A-PLENTY FOR THE SCHOOL GIRL.

Pockets galore for the school girl is the news that should delight her. There is no need of carrying anything in the hand, not even knitting, with these numerous caverns. The detachable cape collar strikes another right note. Brass buttons add a little of the military atmosphere. The coat is made of navy blue chinchilla cloth. A Fifth Avenue model.

JUVENILE WEAR

Youth is the Queen of the Season to Whom Dignity Pays Homage—Smart Things for Misses—Children—Babies

FASHIONS for misses and children came in for a big share of attention at the Fall openings this year—perhaps more so than ever before. The reason, no doubt, is that designers have put quite as much care into these models as has been expended for adults. Again it seems as if during the past three or four seasons designers for the elders have gone to the lithe young girl for inspiration and instead of youth attempting dignity, dignity has turned to youth.

Hence the charming simplicity and freedom of line that everywhere abounds.

For Henry Morgan and Company's opening at Montreal it was announced: "In the juvenile department sailor suits of navy serge and afternoon dresses of bright-toned taffeta are shown with soft velour full-length coats in straight belted styles, with heavy fur collars."

Almy's say that: "Nothing could have been more fascinating than some of the coats worn by the little girl models. A tiny high-waisted fuchsia velvet coat had an ermine collar turned up about its little wearer's chin. Broadcloth and fur were used with smart effect in a number of coats for kiddies. In dresses, the features prominent this season in the clothes of their elders, were reproduced. Serge frocks had soutache braid trimming. Plaid materials and taffetas in all colors appeared to be popular with the youngsters. Velvet of beaver brown was a favorite material for trimming. Teddy bear woolly costumes were shown for the tinier ones, and delightful little sweaters in brushed wool and silk."

Murray-Kay's, Toronto, who have many friends among the younger set announced: "The adornment of the girl of sixteen has been considered, too, and one of the smartest dresses for her has a coat-effect of fine French navy blue serge with round brass buttons and a ruffled white vestee. This tops a skirt of finely plaited tartan silk. A similar idea is worked out with a brown waist resembling a middy blouse worn with a smartly striped brown, red and blue skirt."

At Murphy's, Montreal, they showed in the children's department "dresses and coats of new Autumn for little girls 6 to 14 years old, including such smart blue serge jumper and high-waisted frocks and such wonderfully nice grey chinchilla coats!"

There were interesting displays in the Toronto, Winnipeg, Calgary, Vancouver and other large stores, too. They showed ranges all the way from the demure little school frock of navy serge to the chic creation of satin charmeuse copied from Paris models, remarking that skirts are narrow, tunics are plentiful and many of the waists are distinctly high; coats are composed of such materials as velours, broadcloth, tricotine, velveteen and "silvertone." They run in a straight line from shoulder to ankle and four out of five of them have fur collars and cuffs. Skirts are narrow around the ankles and flat over the hips; some of them fall perfectly straight, others flare out into peg-top effects. Navy blue serge is the all-popular material.

Baby Department Attractions

For the little tots of 2 to 6 years there were smartly styled garments in blanket cloths, cheviots, beaver cloths, chinchillas, tweed and velours, cosy little garments, all warmly lined and having large comfortable collar, affording ample protection in coldest weather.

Also charming little frocks in baby pinks, blues and pale greens made of crepe de chine, taffeta, Georgette crepe and net.

In infant departments there were several innovations in the way of white furniture, ivory, and French toys.

A little comforter with pillow to match is cleverly done in a patchwork design of trees and houses and sun-bonnet babies. The newest little French hand-made garments are exquisitely fine.

HOLIDAY LINGERIE

Daintiness Featured Rather Than Novelty—Satins and Close Weaves For Cold Weather—French Embroidered Linen Garments For the Elite.

LINGERIE for Christmas selling is offered in bewildering arrays of loveliness. Novelties, things striking for their originality or newness, are few but the collections are none the less interesting therefor. It is simply the daintiness, fine workmanship and fabrics which attract to such an extent that one does not care so much whether the design is a month or a decade old.

In fabrics everything that has been shown within the last decade is shown again. There is crepe de chine and its devoted accompanist Georgette crepe. These are made up into boudoir caps, negligees, sacques, dressing gowns, camisoles, petticoats, chemises, envelopes, combinations and if you can think of any other article not mentioned, which you would like to purchase in those materials, it will be forthcoming at a word. The colors are of course flesh and white chiefly but there is an occasional ray of maize, sky and mauve. One pretty set at Simpson's is of mauve crepe de chine with satin oval spots and trimmed with fine val lace. These exceptional colors are mostly confined to camisoles, however.

Wash Satins Again

Wash satins are being featured again and are proving of considerable interest to the trade. Some elaborate pieces are made up with ivory or ecru lace and caught on the shoulders or sleeves and at the bust with knots of narrow ribbon. Rosebud trimming and some hand embroidery in colors are shown again but there seems to be just a little less of these shown than last season.

In addition to the usual articles made of white Habutai, there is a goodly showing of flesh and other tints in the same material in bloomers, caps, gowns, etc. In white Habutai a number of models with Japanese and French hand embroidery are selling. These are mostly gowns and corset covers. Like wash satin, Habutai is especially good for winter wear since its close weave makes it warmer than some of the other popular fabrics.

Pyjamas in Better Demand

In all the fabrics enumerated one-piece and two-piece pyjamas are said to be increasing. They are gradually achieving success. One firm has a novelty out in one-piece style made of heavy natural shantung and untrimmed except for the frills formed by the fulness at the ankles. "It will wear a lifetime," said the maker," and will always look nice since the material is not that cheap loaded kind which spots and darkens with laundering." This garment will retail at about $12.00.

Italian silk garments in the familiar plain-edged styles are losing none of their prestige. Bloomers may be had in black but apart from those, flesh and white are the sellers. Murray-Kay's have models made with a very fine lacey stripe in the fabric which provides some little variation to the familiar style. They are made simply, with satin ribbon runners in the hemstitched edges.

French Goods Attract

Besides the big variety of silk underwear offered there is a wide assortment of exquisite whitewear with French hand embroidery and fine laces, which is quite as attractive to the average lover of dainty lingerie, and frequently more so than the showy silks. Shipments of this French work have been arriving of late and importers expect to receive plenty of it in time for the holiday trade. Prices are high but the work and materials are so attractive that demand is brisk. Most of these fine garments are made of sheer linen which provides daintiness and a soft drapey appearance as well as giving excellent wear. A few models noticed had little medallions of real filet; others had fine ivory point Venise or white Valenciennes. Perhaps the majority of these garments depended only upon the beauty of the embroidery for ornamentation and the prices vary according to the amount and the fineness of the handwork. Petticoats, gowns, corset-covers, combinations, chemises and envelopes are the chief articles in these French collections. A very elaborate gown with much fine handwork will retail at about $20.00, which is not shocking when one remembers that it is French and has braved the high seas and low submarines.

Furbelows and No Furbelows

"We have to cater to two classes of taste, that for the tailor-mades and for the elaborately trimmed," said one maker of exclusive lines of lingerie. That applies to silks and linens alike. There are always those who like the best of materials with no furbelows and those who fancy lace and embroidery and ribbons and frills all at once. For this reason a range of 150 to 200 samples is an average assortment for makers to carry and since materials are high and European goods, especially fine laces, are scarce, and Japan is so far away one must realize that everything conduces to a steady high price for the class of goods described. It appears also that a "shop early" policy for all holiday goods will be decidedly advantageous to retailers as well as to the public for there is very likely to be again this year. a certain amount of orders placed which will not be delivered on time. One surely stands a better chance of getting his goods if his orders are in early and certainly he will have better choice in the case of imported goods.

CORSETS AND BRASSIERES

Value of Fitting Being Realized—Fancy Ribbons Used For Holiday Brassieres

CORSET departments were well represented in the retail advertising last month. It is interesting to note the different tone which this corset news bears now from that of a few years ago. Comfort, science and style are now talked about and convincing facts emphasized as a result of the great increase in the number of trained corsetieres throughout the country. Corset saleswomen are becoming specialists. They are learning conditions which affect the corset business; the differences and similarities



A PARISIAN CHRISTMAS GIFT

One of the more elaborate French gowns received for the holiday trade. In addition to the exquisite hand embroidery and point Venice lace there is the never-failing attraction of handkerchief linen for the whole. Shown by H. M. Coppelman, from A. Germain & Cie, Paris.

among the various makes; the reasons why a corset is made in such and such a way and more and more about the requirements of the human body, all of which renders the trained corsetiere a professional and a necessity to the success of a modern corset department. With her knowledge she is able to fit her customers and they understand why one corset is higher-priced than another so that the purchaser is less inclined to complain if she decides on a cheaper line and more inclined to be a permanent customer of the store when she decides on a better one.

There is little offered at present in the way of novelty. Tendency is strongly towards pink brocades in the States and is bending that way in Canada. Flesh tints are continually growing in favor for almost every class of under-garment. Corsetieres find that in the more up-to-date centres the low bust corsets following the natural curves of the body are pretty generally worn now. Stout figures, of course, require those with elastic tops or insets and indeed that style is most comfortable for any figure. Front lace styles are proving more than an experiment and have been adopted by more people than ever before. Everywhere corset departments are wisely advising their patrons to be well corseted before purchasing their new Fall trousseau and sales last month have consequently, been big. Corsets lightly boned and practically without steels, are the ones most suitable for present fashions as well as being most comfortable to the average figure. They will be worn by fashionable women all winter.



AN EFFECTIVE READY-TO-WEAR DISPLAY.

Raised platform with display surrounded by railing, as used by E. B. Crompton Co., Brantford. Note free use of flowers and show cards.



A FALL DELIGHT

Charming creation of Burgundy broadcloth with novel vest effect; stitching to match; black and Burgundy buttons. Skirt is plain, slightly gathered with semi-belt. Made by Consolidated Cloak Co.

Ribbon Brassieres

Since brassieres have become in themselves a thing of beauty as well as use, many fancy novelties are appearing. It is very likely these will be purchased as Christmas gifts to a considerable extent this year. Softest materials are much used for brassieres of the bandeau type. Sometimes a firm light weight fabric is used for a foundation and is topped with fine filet or other delicate covering. Many new models are following the fashion for camisoles and are effectively constructed of wide and rather heavy ribbon of moire, striped or flowered patterns. Occasionally they are lace trimmed but chain stitching or feather stitching in heavy silk of a self or contrasting color is preferred usually. The chief characteristics of all the new types are better-fitting qualities, due to improved cutting, and an ingenious method of concealing the closing and the top of the corset together with a total elimination of all bulging which was one of the faults of the old type of brassieres.

NOTES FROM THE OPENINGS

A ramble through the Toronto shops during their opening days brought to notice many novelties exclusive of the general trend of fashion. For instance there were some ermine and seal handbags with metal frames.

Laced spats in white and putty shades.

Button fastenings all the way up the back of some imported blouses.

Dainty Georgette collars with hand-drawn-work borders.

Fine striped Italian silk lingerie.

Gorgeous French brocades, multi-colored with tinsel, silver and gold designs intermingled.

A white serge collar, long, narrow and pointed with a jabot of fine ivory lace falling back over one side.

A dazzling flame-colored suit of velours de laine with outside vest, collar and cuffs of mole.

A window of fine, lacey Shetland shawls which are rare just now.

Veils with fringe borders; others had large black velvet polka dots or dashing spots of solid chain-stitch embroidery in colors to match one's suit. One veil had slits in its border through which one-inch silk ribbon was run holding the veil in with very slight fullness.

Muffs this year are shown with wide full flounces at the openings of satin or crepe de chine.

The "torpedo" coat collar is the one cut with long ties, one of which passes through the other and both hang over the shoulders.

A Hudson seal cape had collar and revers of natural striped squirrel.

A very few gowns and blouses had narrow fur trimming. It is much less frequent than a year ago.

Lamp-light Work

EVERYWHERE, women's fingers are busy with needle and hook on little things to be given away for birthdays or for Christmas — embroidery, crocheting, hemming, stitching, pleating. Sometimes the evening task is dressmaking for one's self, for one's daughter, for the little tot. But whatever the evening's employment may be, it requires wools, silks, threads, fabrics, ribbons, braids, buttons, and what not?

We invite you to see what a wealth of materials of many sorts we have gathered together suitable for and needed by those with deft fingers.

Also, we invite you to see the great variety of all-ready things we have for the gift-maker and the mother whose time or tastes make it more desirable to purchase the completed thing rather than to make it herself.

ALWAYS you are welcome at our store, whether you come to purchase or just to look about. We regard your coming as a compliment—and we sell more when more people know what we have. Seeing becomes advertising.

W. A. DURGIN
AND COMPANY
62 Queen St., Burnham

Seasonable advertisement which the dealer can adapt to his own lines. The main idea is the advertising of fancy goods.

HOW MACMILLAN & CAMPBELL BUILT BUSINESS

(Continued from page 86)

and to keep informed. Often they are offered special lots at a clearing price—the fag ends of regular stock, and with these as leaders, and to smarten up department offerings, MacMillan & Campbell are able to brighten their weekly offerings and give values which Marquis, for example, cannot give.

This frequent contact with the wholesalers and manufacturers has developed a very cordial relationship, and it is no uncommon thing for the supply houses in Tormonwin to use the long distance telephone, or to even dispatch special lines by express, subject to return if not wanted, in between times.

Just here it may be said that MacMillan & Campbell avoid as much as possible sales of goods at cut prices. They know what it costs them to do business, and so they require a full profit on all stock to meet their needs. By the means referred to, they are able frequently to offer goods at very attractive and below usual prices, but the "cut" is not theirs: the wholesale or manufacturer made the cut or reduced price, and MacMillan & Campbell get their full profit on these specials just as they do on regular stock.

MacMillan, buyer, is canny, and keeps his stock as low as is wise, and he and Campbell see to it that stocks don't hang fire. Also the staff are thoroughly well trained and instructed to give their best effort to the sale of those lines that are subject to style changes, and that depreciate rapidly and greatly in value if not sold close up to the time of their maximum vogue.

MacMillan & Campbell lap receding styles with advanced styles. They do this deliberately. They have customers ready to buy style goods in advance of their general vogue. Thus they speed up in Milham the buying of style goods, and are able to keep stocks adjusted.

Marquis, the opposition on the diagonal corner, buys more heavily than MacMillan & Campbell. Neither he nor his department heads visit Tormonwin with great frequency, and so they are always a little behind hand. Usually, they are "caught" with overstocks of style goods which have to be "cleared" at very special price-reductions. On such sales, little or no profit is made, and this means one of two things: (1) Marquis must get high prices at the beginning; or (2) he must sell a goodly portion of his stock at a real loss, so diminishing his net income.

One could go on and on telling of how MacMillan & Campbell win out by good buying and a good selling policy, but space and time do not permit elaborating this aspect of their way of doing business.

IV

THEY HAVE MIGHTY GOOD WINDOWS

WINDOWS are all changed weekly —usually on Fridays. The aim is to have a fresh window for Saturdays. Milham on Saturday evenings is a very busy place; that is, many people throng its streets. Motors are becoming increasingly numerous round about Milham, and since the main roads leading to Milham have been made really good, shoppers come from distances that a few years ago were prohibitive.

MacMillan & Campbell employ a first-class window-dresser. All told they have 10 good sized windows—seven on one frontage, three on the other. These windows are fashioned after the style of those of the department stores in Tormonwin. They are never over loaded. Indeed, the amount of stock put in any window is meagre. Windows suggest more than they show; their aim is to make an impression, and to induce entrance to the store to see full stocks.

Prices are put on the goods shown in the window—always. This practice meets the desires of the buying public, and is a preparation for an inspection of stocks in the department. The general practice is to show high-priced goods. Thus is the public educated to buy better goods and to pay good prices. But usually some window shows goods specially priced—real bargains. These goods are those that have been obtained at advantageous prices.

The windows are brilliantly lighted at night, and kept lighted until 10.30 p.m. The town constable is supplied with a key which enables him to turn off the lights from the street. He is paid a small sum for this service.

In this connection it may be said that from September to May, MacMillan & Campbell close every night except Saturdays at 6 o'clock. In the Summer they keep open longer. On Saturdays throughout the year they close at 9.

V.

THEIR NEWSPAPER ADVERTISEMENTS ARE GOOD

NEWSPAPER advertising is used generously. Milham has two weekly papers, and big spaces—frequently full pages—are used in both.

The preparation of the advertisements is entrusted, as has already been said, to Wilson. Wilson has become quite an accomplished advertising man. He receives three or four advertising publications, and one New York, one Philadelphia, and one Chicago daily newspaper. The dailies of Tormonwin he sees, of course.

The advertisements of the department stores are what he wants in these newspapers. They give him style, material, inspirations. These advertisements are cut from the paper, and put in a file. Before being cut the papers are passed on to the department heads. To each paper is attached a little slip, as follows:

Mr. Webber
Mr. Humphrey
Mr. Charles
Miss Lanceley
Mr. Peters
Mr. Ellerton
Miss Jordan
Miss Harrison
Mr. Wilson
Mr. Taylor

Each recipient puts a check mark after his name when he has scanned the paper, or done with it, and it is then passed on to another member of the staff. When all have signified thus that

they have seen the paper, the desired advertisements are detached and filed.

Wilson keeps in intimate touch with the managers of the firms from whom MacMillan & Campbell buy. Frequently he sends them his advertisements which appear in the two local papers, and in this way solicits and obtains the interest of these men. One consequence is that these men help him by providing him with illustrations and particulars, and frequently it happens that Wilson is able to prod up the supply houses to get more information or give more information than they had or did in the first place.

These advertisements prepared by Wilson are really live messages. They tingle with life, and have an urgency about them that gets action on the part of the public. The thing that the public gets out of them is that MacMillan & Campbell's is a busy, busy place—a place of constant interest, a place where one is welcomed, a place that gives a real service, a place just as smart and up-to-date and of as good values as any big city department store.

By contrast, the advertisements of Marquis, the other Milham dry goods dealer, are heavy and uninteresting. They are like Marquis himself—bluff and plain, and stodgy. Needless to say they are written by Marquis himself—and always written under pressure. They are not marked with any sense of the reader's interest or needs.

MacMillan & Campbell have taken special pains to see *The Review* and the *Free Press* are widely circulated. They have not been content with circulations of 1,000 and 1,500. They put it up to the proprietors that they would have to give a pretty exhaustive circulation if they were to carry the MacMillan & Campbell advertising. They carried out their threat of withholding their advertising in the case of each paper until a real and successful effort was made to get satisfactory circulations. They demanded a comparative examination of their mailing list and the mailing or subscription lists of the two publishers. But this is a story by itself, and may not be told here. Suffice it to say that Campbell put pep into the publishers and their publications, and made both *The Review* and the *Free Press* fine examples of what a country weekly newspaper should be. Campbell's point is: the firm's advertising is not much good when the newspaper carrying it is not much good nor largely circulated; and he co-operates with the two local publishers to help them produce the right kind of newspaper.

VI.

THE REST ROOM ON THE SECOND FLOOR

MACMILLAN & CAMPBELL make it their constant purpose to attract people to their store. They have a double purpose in this: (1) to sell more goods; and (2) to get talked about. And so they use "stunts." Campbell has induced several manufacturers to dress his windows for him—to show processes of manufacture. For example, he had a maker of felt hats provide a how-a-hat-is-made window; and he got them to prepare a printed story how a Blank hat is made. At first the hat-makers grouched, and didn't want to go to the needed trouble and expense; but bit by bit, Campbell got the idea home, and the thing desired was done. Blank & Co. have sent their process exhibit, and supplies of their booklet, to numerous other retailers in various parts of Canada, with excellent results; and are extremely grateful to Campbell for the pressure he applied and for the suggestion.

On their second floor, MacMillan & Campbell have a room well lighted and ventilated, and attractively furnished. Ordinarily, it is a Rest Room for customers. At times it is used for demonstrations and addresses, and sometimes used for Committee Meetings. Campbell paid a bright woman money to prepare a talk on the History of Dress, and he used dummy figures and had dresses made up to illustrate the lecture. This woman, and her lectures and the dresses have travelled about to other stores in various parts of Canada since their first showing in Milham three years ago.

Similarly, lecturers on home decoration have been given, and at least two such lectures have been arranged for this Autumn.

Again, this room has been used for the display of paintings, for a display of flowers. At Christmas it is made into a bazaar.

A good phonograph is in this room; also a player piano, for the entertainment of customers and visitors; and lantern exhibitions have been given.

Marquis scoffs at all this "d— nonsense," but it really means that he is sore, for he hates like Sam Hill to be licked by MacMillan & Campbell.

VII

ANY OTHER DRY GOODS MAN CAN DO LIKEWISE

IS there need for any fuller or further story of Macmillan & Campbell? As has been said, they differ little in many ways from a thousand other stores in Canada; and where they differ is chiefly in the matters of ideas and energy. They believe in work, in progressive work. They plan ahead and think ahead, and prepare ahead, and so keep ahead. Everything they do and have done is open to all others to try and use, and the real object of this contribution to DRY GOODS REVIEW is to encourage, it may be, some other dry goods stores to be equally energetic and enterprising—this for the sake of doing maximum business this Autumn.

SPRING, 1918, COLOR CARD

The American Season Color Card for Spring, 1918, issued by the Textile Color Card Association of the United States, has made its appearance, and, indicative of the spirit of the day, is decidedly patriotic in tone.

The card carries 42 shades, 10 of which are grouped in a special military classification showing the Government colors for uniforms and their decorations.

Three patriotic blues, "Liberty," "Glory" and "Flag," open the card. Two greenish blues of individual character are "Honey Bird" and "Duck"; these are later followed by three blues of the delft tone, "Wireless," "Old China" and "Japan Blue."

A light, medium light and a rich shade of emerald green appear under the respective titles of "Lettuce," "Shamrock" and "Alfalfa."

"Nankeen," a new yellow of the wheat shade, precedes two beautiful shades of rich, golden brown, bearing the names of "Burnt" and "Wood." Three new shades of the brown family portraying unusual smartness are "Lark," "Thrush," and "Wren." As browns promise popularity this season, these shades have a bright future.

"Columbine," "Lobelia" and "Elderberry," a light, medium and dark purple of bluish cast, are rich in beauty, while "Malow" and "Cyclamen," having a reddish tinge, lend to the card a touch of distinction.

Reds are well represented. Their names, "Gladiolus," "Red Cross" and "Peony," are descriptive and their color rich in character. Continuing the red shades, there are three which really belong to the rose family and are of a greyish cast. "May Rose," "Azalea" and "Heather" are their names.

Four smart greys, "Mouse" and "Rat," of the taupe origin, with "Nickel" and "Slate," rather cold in quality, complete the card, and in view of the fact that greys are to be leaders, the four give assurance of being in volume.

The card offers a graphic illustration of rapid development in America of the dye-making industry.

FALL FASHIONS FROM NEW YORK STORES

(Continued from page 96.)

the neck is low and square; it is sleeveless; at the raised waistline on the sides are large lavender satin bows, the ends passing under the skirt drapery.

Lord & Taylor exhibit Egyptian silks, ribbons, neckwear trimmed with Egyptian braid, or lined with silk, girdles of beads, bead bags and negligees of crepe, hand painted or with printed borders and allover figures.

Shown at Frederick Loeser & Co.'s is a window of beaded and spangled net collars; short jackets, flounces, bands, jumper waists and motifs.

Displayed at Abraham & Straus's is a



NINON COMES BACK

Dainty blouse in approved jumper style of navy blue ninon, and lace vestee. Jumper and picoted blouse proper of white knot ninon. Made by Tubby's.

window of net beaded and spangled flounces, collars, yokes, bands and garnitures.

Bustle dresses are now seen outside of shops and off the stage; some to be sure are greatly modified, but they are the bustle silhouette none the less.

SMART HATS

Gilman shows a hat with a crushed tam crown of solid jet beads and spangles; it is gathered on the center top to a large spangled button; the brim is black velvet, narrow and straight on the right side; on the left it is high and joined to the crown.

Among the hats at James McCreery & Co.'s is one of taupe velvet; the crown is square and outlined at the top with a breast of coque; the brim is narrow; on the back, it rolls and is pointed.

One of black panne velvet has the square crown laid in folds; the brim is narrow front and back, very wide on the sides, upturned and cut straight; on the top of the crown are two standing greenish blue uncurled ostrich feathers.

A sailor of amethyst velvet has a shirred crown and upper brim; the crown is pulled up in a point; on the point is a ring of celluloid with long silk fringe over the right side.

J. M. Gidding & Co., exhibit a capelike hat of badger fur, veiled with brown maline with a long scarf end from the side; on the right side is a bow of cadet blue ribbon.

A sailor of black velvet with a small round crown covered with coque; at the side front is a short square top wing; the brim is broad and straight.

A black velvet at B. Altman's has a flat crown and broad brim which rolls on the back; from the back to the front over the crown is a long gray ostrich feather studded with colored roses.

In a window of hats at Abraham & Straus's, one model has a sapphire blue velvet crown; broad, drooping brim of black plush; the crown is square and draped. There is a sailor with a sapphire blue crown and a straight brim of black velvet; at the top of the crown is a narrow, black ribbon, on the front stands a bunch of coque feathers.

Another of sapphire is underfaced with black velvet; on the edge of the brim is a black velvet fold which turns in; it is trimmed on the front of the crown with a jet ornament.

Back of blouses show as careful designing as the fronts. The button in back blouse is coming into prominence.

Chemise, straight up and down dresses and others with fitted lines are shown side by side, the fitted ones often having transparent tunics.

Shawl collars of solid fur are found on the majority of exclusive suits.

Very few bands of fur embellish coat or suit collars for the coming season—they are either entirely of fur or self cloth, mostly of the former however.

Each week the fact becomes more pronounced that brown and its variations will lead all other shades for Fall, in coats and suits particularly.

No matter how many imported suit coats reach to hip, fingertip length or in between, it was learned at a retail shop, the American woman when choosing a fur trimmed suit selects the three-quarted length type this Fall.

Plaid and striped silk umbrellas in somber greens, blues and browns have leather cased or natural wood handles topped with ivory and tips of ivory or amber at Jas. McCreery's

At Wanamaker's bandeau brassieres of pink brocaded corset cloth are priced at 50 cents apiece.

Entire black gowns predominate in some cases and in others, many black gowns are often trimmed with white beads or have drapery of black net embroidered with a touch of color in the shape of a flower or ribbon.

All garments trimmed with fur are receiving the greatest amount of attention at present.

Gray suede ties with matching hosiery are noted with dark dresses for street wear, and are about the only concession to colors noted, with, of course the exception of the tan or brown utility shoe.

Hat crowns and knitting bags of matching material are noted repeatedly.

SPECIALIZING IN TOILET GOODS

(Continued from page 51)

fiers, such as toilet creams, powders and kindred goods. A glance at any of the toilet goods displays made by many of the large department stores, not to mention the crowded condition of many of the exclusive complexion and beauty salons, which are to-day such a prominent feature of the fashionable promenades of the big cities of the country, would seem to prove that American women to-day are paying more attention to their personal appearance than ever before, and what is more, are learning how to preserve their youthful charms to a very large extent.

The change that has come over American women in that respect during the past few years is really remarkable. For instance, not so very long ago the few women who used face powder did so in the secrecy of their dressing rooms—to-day no woman makes any secret of its use. In fact no one objects. As a matter of fact a shiny face to-day is looked upon as an evidence of ill breeding and the feeling that once existed against using any artificial means to enhance the beauty has entirely passed away.

The Importance of Cleanliness

There is no matter of more importance to the department than that of the proper keeping of the stock. A proper and tasteful arrangement is, of course, necessary, but the value of the finest display is almost absolutely lost if dust is allowed to accumulate.

Women especially are averse to dust, ever since the wise King Solomon determined the sex of those brought before him by the fact that the representatives of womanhood vigorously scrubbed their arms, even to the dimple on the elbow, while those of the masculine gender were satisfied with producing a well defined high water mark at the wrist, it has been accepted that women are more averse to dirt than men.—"Notions and Fancy Goods."

G. I. Billings, dry goods, Moose Jaw, Sask., has discontinued business.

The death is announced of Mr. Fred Smallwood, boot and shoe manufacturer of St. John's, Nfld.

It is reported that Sir John Eaton is to be appointed Quartermaster-General of the Canadian forces on the retirement of Major-General D. A. Macdonald.

Canadian Converters' Waists

We produce the newest styles in Lingerie and Silk Blouses also Middies and Outing Skirts.

*

Specials in Crepe de Chine and Jap Silk now being shown for Xmas Trade.



STYLE 5009 D.

The Canadian Converters' Co. Limited.
Montreal

To Forward-Facing, Up-And-Doing Brassiere Buyers!

Mr. Otto H. Kahn, eminent banker, said in the course of his eloquent address, June 1st, 1917, before the Merchants' Association of New York, in behalf of the Liberty Loan:

"I think the American business man's slogan should be 'No panicky saving and no excessive profits.'"

Do you know that the gold in the United States at present is $3,150,000,000,—one-third of the world's entire yield, and that the combined assets of our country aggregate the staggering total of 230 billions?

Neither the state of war nor the state of business will restrain the forward-facing, up-and-doing Brassiere Buyer from laying in a full supply for his requirements, because he's buying on a rising market and, moreover, he's confronting a tremendous consuming season.

"MODEL" Brassieres, as heretofore, represent, per inch and per dollar, the fullest intrinsic value without price-inflation or excessive profits.

Our advance orders are unprecedentedly large, proving to us and to you that both Commerce and Country are as sound as its own true dollar.

Don't pull a frown—pull your oar and let us all send the boat ahead!

Model Brassière Co.

200 Fifth Avenue, New York

Main Factory, 782-796 Wythe Avenue, Brooklyn, N. Y.
Branch Factory, Valley Stream, L. I.

OTHER OFFICES

Chicago, North American Bldg. **San Francisco, 742 Market St.** **Buenos Aires, Calle Pozos 229**
Boston, Blake Bldg. **Montreal, Mappin Bldg.** **Paris, Rue de la Paix**
Amsterdam, Holland, de Ruyterkode 108



$9.00

is their price

Saleability

is their feature

Manhattan Waists have up-to-the-minute *style, careful workmanship, excellent material*—and they give all this at the price that most women deem correct. Therein lies their ability to create and maintain a large volume of sales—they give all that women ask in style and quality at the price they want to pay.

If you have never experienced the business-building value of *"Manhattans,"* just put a few dozen into your stock and give them a fair chance in the way of display. The result will satisfy you that in popular-priced waists *"Manhattans"* have the call.

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec



Off for Fall Orders

Our travellers are off for Fall Orders for Immediate Delivery and will shortly give you a call.

Our range has been brought *up to the minute* with latest New York styles.

SKIRTS and dresses in *Serge, Silks* and *Velvets* for Women and Misses, a wonderful range of styles, materials and values.

Write if our salesman does not reach you soon.

COOPER SKIRT Co.

46 St. Alexander Street
MONTREAL

THE PETTICOAT STOCK HOUSE

A most complete showing of all the newest models in all the most desirable materials

"AT ATTRACTIVE PRICES"

LARGE STOCK—
ALWAYS ON HAND
FOR PROMPT DELIVERY

This Trade Mark Identifies the Maximum of Quality and Style

Arlington PETTICOAT QUALITY & STYLE

At the Lowest Prices at which Good Petticoats Could be Sold

Arlington Skirt Mfg Co.
COLORED PETTICOATS
15 EAST 26TH ST
MADISON SQUARE NORTH
NEW YORK

15 E. 26th St. NEW YORK

HONEST VALUES
S AND T FURS TORONTO

We Thank You

The past season has been the best in our experience and we tender our thanks to those merchants who have helped to make it so. We have appreciated greatly the opportunity of serving you and trust that you have in turn appreciated the efforts we have put forth to give you our best in quality and service.

Furs will be very scarce this season and we urge you to place your order as early as possible. So long as the supply permits we shall fill and ship all orders promptly.

SANDHAM & THURSTON
Ladies' Furs Exclusively
59-61 Wellington Street West - Toronto

Dresses and Skirts Made More Profitable for You

Our system of buying and manufacturing and our methods of merchandising all tend to your increased profit. We buy all our materials direct from the mills, make them up in our own factory and sell direct to you without the expense of Travelling Salesmen. By being on our mailing list you can keep in touch with all the latest New York styles, and save considerable money.

We specialize on Serges and Silks and offer you choice of the finest assortment of Tailor-made Dresses.

Send us your name and address and we will give you particulars of our line and our methods of doing business.

M. Fisher & Company
132 RICHMOND ST. WEST, TORONTO

Coats that satisfy your Customers

Plush Coats
Tweed Coats
Raincoats
Top Coats
or every description

In selecting styles and materials for this season's line of Top Coats for Misses and Women, we have kept as far as possible from anything freakish, and have adhered more to conservative and sensible standards.

As a result we have for your choosing a range varied in style, material and price, every number of which we can recommend because of its sales possibilities.

The whole range has, in fact, been selected with a view to pleasing and satisfying the majority of your customers. It's a line that will sell readily and with profit.

See the National man and his good line.

NATIONAL RUBBER COMPANY of Canada
TORONTO :: MONTREAL :: WINNIPEG

CIRCLE BAR
Registered

Circle-Bar Hosiery
Merit Your Approval

CIRCLE-BAR HOSIERY

give your customers satisfaction.

They are knit from superior yarns on most modern machines, colors most reliable. They are seamless, fit without wrinkling, and because of the extra yarns used in the heel, sole and toe, are very durable.

HOSIERY
FOR
MEN
WOMEN
AND
CHILDREN

They are quick sellers and help to make your hosiery department profitable.

Circle-Bar Knitting Company, Ltd., Kincardine, Ont.



Beauty that is more than "Style Deep"

THE *Mack* BRAND

Mack Brand Ladies' Waists are always correct and beautiful in style, and they also display added beauties not founded on style but on something more lasting and infinitely more pleasing. Beauties of material and workmanship give to Mack Brand Waists a distinctive quality that quite sets them apart. Careful selection of fabrics and painstaking attention to the details of making are evidenced in every waist that is sold under the Mack Brand.

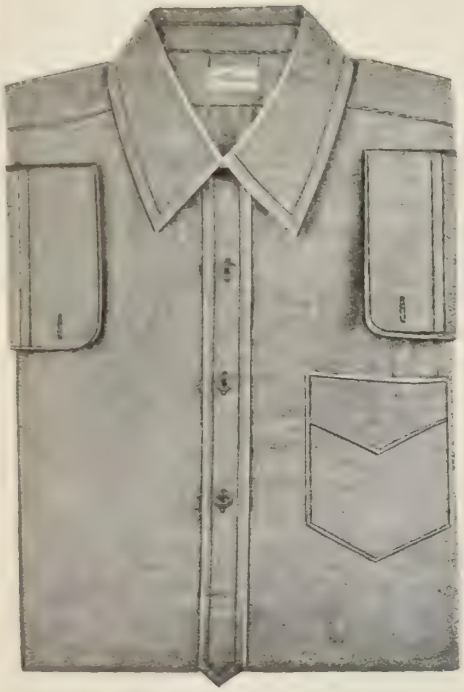
This "deeper than style" beauty of Mack Brand Waists has a mighty good influence on sales. Your customer is quick to note the added beauty and to discern its reason and value. When she learns that this extra beauty has added nothing to the price. a sale and a satisfied customer are assured.

You will see what is meant by "Beauty that is more than style deep" when you are looking over the samples with the Mack Salesman.

McCutcheon Waist Company, Limited

323 St. James Street, Montreal

Shirt values that will boom your sales



Four Specials:

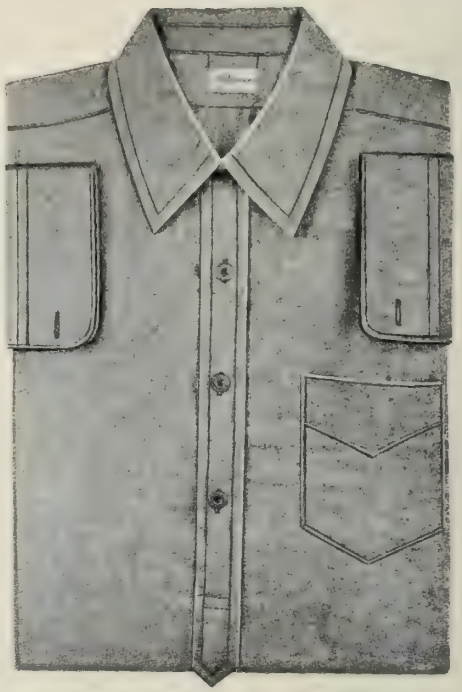
Just the class of shirt in such demand at the present time.

And at prices made possible only through judicious buying of big stocks of material months ago.

Our supplies of these materials, while large, are not inexhaustible. Orders are piling in, and to secure your supply we urge early buying.

These shirts are just the thing for hard wear—the service they give will delight the wearer and *every sale will yield you a substantial profit.*

Ask our representatives especially about these shirts.







DEACON SHIRT COMPANY

Belleville, Ontario

"Niagara Maid"

Gloves, Hosiery, Underwear



You will satisfy your most exacting customer in style, fit and finish with "Niagara Maid" products.

See the attractive showing of Gloves—Paris points and contrasting color points in all the leading shades.

Your orders will be delivered early.

Sole Selling Agents and Distributors:

McIntyre, Son & Co., Limited

Montreal

"This is the *New* Mercury Hose, Madam



"See what a fine, closely knitted, firm fabric it is, and how beautifully finished."

"Why, Miss Clerk, it's as fine as those imported lines you used to stock, and you say that

Mercury Hosiery

is made in Canada?"

"Yes, madam, but that's not all —

"Look at the fashioning at the *sides* of the hosiery. Mercury is the only domestic hosiery made that way. It makes the ankle narrower and fits without a wrinkle. You're feet and limbs will never be irritated or made unsightly by this Mercury fashioned seamless hosiery."

"I'll take a couple of pair and try them. I'm tired of wearing the unsightly and uncomfortable ordinary hosiery."

Dealers will find that this new Mercury Fashioned Hosiery, knitted on our new "Nature's Last" machines, will be a fast seller. Women will want it the minute your clerks show its exclusive features to them.

Send us a trial order. You'll quickly repeat.

Black Cashmere, Black Lisle, White Lisle.

Mercury Mills, Limited, Hamilton, Canada

Also Makers of Men's High Grade Hosiery and Underwear for Men, Women and Children.

As Usual--We Are Delivering the Goods



THE GENUINE
STROLLER

Trade Mark Reg. U. S. Pat. Off

TO INSURE

PROMPT DELIVERIES

of the exceptional values

Order at Once!

Other Smart Styles for the Smart Miss in all the fashionable materials and colors.

Popular Prices Prevail



No. 968N—Smart model made of double face velour; the crushed collar (convertible), belt and nifty pockets give that air of newness so necessary to make a garment a good seller. Colors: Oxford, green, navy and brown.
PRICE..... **$10.75**
Terms, 2 10

No. 961N—Nifty coat made of velour; shaped collar is inset with plush; six (6) inch belt in front, and three (3) inch belt in back. The graceful lines and smart cut give this coat its attractiveness. Colors: Green, navy, brown and black.
PRICE..... **$10.75**
Terms, 2 10.

I. GROSSMAN & SON

38-44 East 30th Street, New York

Near Madison Avenue

Sell Separate Trousers

Most men will wear out a pair of trousers before coat and vest have begun to show signs of wear. To this majority

Haugh BRAND

Trousers have proved a real boon in that they make possible these "separate" trousers at a fair price. They come in Tweeds, Serges and Worsteds—good materials, well cut, well made, well finished, giving excellent fit with roominess, ease and comfort. They'll build you a Separate Trouser Business well worth while.

Write for samples and quotations.

J. A. Haugh Mfg. Co., Limited

Makers of Arm and Hammer Brand Work Shirts, Overalls and Shop Coats

658 KING STREET WEST :-: TORONTO



Serges, Tweeds, Worsteds and Corduroys. Prices ranging from $1.50 to $5.00.

Fall Specials

Two Numbers That Will Make for Good Sales.

1032.—A smart waist with convertible collar in a silk and cotton mixture—the pattern is a fine stripe and comes in Pink and White, Helio and White, Navy and White, Sky and White, Tan and White and is very special at $24.00.

1003.—A Dressy style in fast color washing Voile. All the Season's newest shades—Flesh, Maize, Nile, Reseda Rose, Peach, Coral, Raspberry, Burgandy, Navy, Russian, Cuban, Gold, Black and White—$27.00.

Write for a small sample shipment that will be gladly sent on approbation.

Standard Ladies' Wear
Limited
SPECIALISTS IN FINE WAISTS
College and Markham Streets
TORONTO, ONT.

Everything in Fancy
KNIT GOODS
and always something new

Pullovers	Mittens
Toques	Sweaters
Knit Skirts	Bootees
Hoods	Sacques

Link and Link Goods

Louis Schlesinger & Co.
117 East 24th Street :-: NEW YORK
Toronto Office: - 66 Wellington Street West
Mr. J. M. Robertson, Representative

"IN STOCK"

BEATS "WE ARE JUST OUT"





YOU CAN SELL "WHAT'S SELLING" IF YOU HITCH UP WITH

"Wear-Right"
REG.U.S.PAT.OFF.

GLOVES



We have it *in stock* — and you do not get "We are just out."

For example

French Kid, Washable Cape and Chamoisuede



are the big sellers now. We have them *in stock* for INSTANT DELIVERY and we have everything in gloves for man, woman and child.

Send Us Your Orders or Write for Samples.

WIMELBACHER & RICE

America's Largest Stock Glove House

39 Union Square — *See Us While in America* — New York

The measure of service give in the corset department should indicate the measure of service given by the whole store.

"P.C." Corsets
RUST PROOF

A store that is watchful of styles and particular as to the class and quality of its merchandise is especially particular of its corsetry. The corset is the foundation of women's apparel and on it depends the general effect and the success of the whole costume. As surely as you give a woman correct and authoritative service in your corset department, so surely will you be given the opportunity to show her same service in your other departments.

MADE IN CANADA



Aim to have a corset department that will lend distinction to your whole stock. Introduce to your patrons the authoritatively correct "P.C." Corset.

A close following of real fashion changes and yet an absence of all that is extreme and faddish is a distinguishing feature of "P.C." Corsets. Always your patrons will find flexibility, strength, ease and comfort, combined with graceful and correct style.

Our travellers are now showing the new Fall styles which are special values at $8.50, $10.00, $12.50, $15.00, $18.00 and $24.00.

Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

BRANCHES: Toronto, 84 Bay Street; Montreal, 329 Craig Street West

"P.C." Corsets RUST PROOF

904

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

BUTTONS

CLOTH COVERED

CROCHET BRASS GLASS

CELLULOID IVORY

PEARL

In all varieties and styles.

WRITE FOR SAMPLES

A. Weyerstall & Company

145 Wellington Street West TORONTO

"Albo" White Cake Shoe Dressing

for White Canvas, White Leather and other White Shoes

ECONOMICAL CONVENIENT



"ALBO" will please your customers. It is in cake form, compressed, and will not dry up. Held in a lacquered metal box that will not break. Handy, convenient, economical and goes further.

Our Bostonian Creams for the colored kid shoes being worn so extensively.

SHUCLEAN is a splendid preparation for fine grade white shoes.

For Ladies' and Children's shoes, recommend our old reliable **Gilt Edge** Black Self-Shining Dressing.

Order from your jobbers.

Whittemore's Shoe Polishes

Quality *Variety*



Women are demanding fabrics of simplicity—quality, durability and style value. B. D. A. English Mohair meets this demand in every respect.

B. D. A. English Mohair is a name of standard worth to women the world over—dust-resisting, non-creasing, damp-shedding—a fabric of unlimited possibilities.

English Mohair, long known and accepted for its durability and quality—a source of certain business to the merchant—a source of satisfaction to the woman.

B. D. A. Mohair is a steady seller—a staple stock.

B. D. A. English Mohair Means Mohair of Maximum Merit. Obtainable from all leading importing wholesalers.

BDA

THE BRADFORD DYERS' ASSOCIATION, LTD.

of Bradford, England

DRESS ACCESSORIES

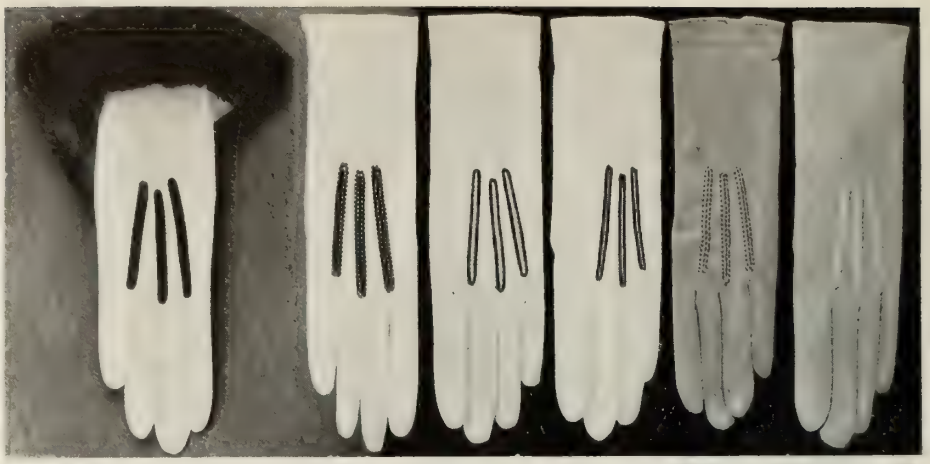
(Continued from page 78.)

women's washable capes which now go for $2.25. Everything in the form of gloves, it is said, is now worth from $1.00 to $4.00 per dozen more than it was last January and February. This lack of good gloves may force lower grades on the market.

In regard to silk gloves the increased price, in the neighborhood of $1.50 a dozen, for the goods next season, does not appear to have restricted buying, as manufacturers say they have booked their full quota of orders up to this time. The color range is white, gray, mastic and pongee. One house has brought out a new khaki shade which has taken well and which may be worn with black or brown furs. Retailers have carried over fair sized stocks from this Summer's business, but notwithstanding, about the usual buying is going forward. One feature of the past season's trade was the unusually large demand for the better grade silk gloves. This is accounted for by the scarcity of leather gloves. There is always a big call for "table goods," which can be featured on tables in departments at low prices, and it is thought that sixty-five cents a pair will be about the lowest practicable limit along this line.

Chamoisette gloves are in big demand for both Winter and Spring retailing. The now staple shades of grey, dark grey, chamois, white, brown, the new khaki shade, buck and black are all liked. These, suitable for wear with any street costume will be worn very largely to "save" the high priced kids which are now reserved by the average purchaser for "special" occasions. There is a class of course, who will wear the fine washable capes at any price and another class who will not pay $2.75 for a pair of "walking" gloves, but who like a good fitting suitable street glove. Both provide for business then in the two lines.

Among some of the dressier lines of kid gloves for the holiday season a few novelties have come through. The white kid gloves with heavy black points, perhaps black piping and stitching as well, are liked. Those with the black fur trimming as illustrated are attractive. A fine durable kid in mastic shade with black stitching and points has turn-back cuffs showing a delicate lavender kid. They are fastened with a strap. These retail at $3.75. Various color combinations in this style are offered. A few styles are to be had in dark wine, blue and green shades to match the suit colors. A favorite is the soft Mocha glove with jersey silk lining.



PROMISING CHRISTMAS LINES IN GLOVES

Left to right: (1) Fur trimmed white kid, heavy black points, pique sewn ; (2) White kid with new black-and-white points also pique sewn; (3, 4, 5, 6) New chamoisette lines with fashionable points, colors sand, white, grey and champagne. From Hudson's Bay Knitting Co., Montreal.

LACE BUTTERFLIES ON SLIPPERS

FOR evening wear slippers in Paris are being made of gold tissue or fine brocades. At the instep is placed a butterfly, the wings of which are of metal or other lace or fine net embroidered in color. The four wings are stiffened with wire.

The sale of colored patent leather shoes has met with much success in the south, where they are now looked upon as staple. Sales have been especially good in mahogany colored patent leather. It has sold quite freely in greys for women's footwear. One of the best selling points of this leather, it is said, is that it requires no shining for a long time and so saves on the shoe shine bill.

USE ENAMEL FORMS

(Continued from page 73.)

collars for two young ladies who were going to be bridesmaids at a stylish wedding. The collars selected were expensive ones but the purchaser wished to know if she might not take them home and be sure that they were appropriate for the gowns that were to do worn on this occasion. Under the exceptional circumstances this manager believed the best policy would be to break his rule and the exception was accordingly made.

DRESS FABRICS AND SILKS

(Continued from page 51.)

well as the darker colors. Georgette remains about the only thing for dressy blouses. Two of the newest pussy willows show 3-inch fancy spot patterns, "truly American" the buyer remarked about them. Opinion is divided as to whether the brilliant spot patterns will be shown for sports silks again next Spring. The result will probably be that even more daring things than were shown this year will be produced as well as a big range of more subdued colorings and designs. Small all-over patterns, foulard effects and new color combinations and novelty Shantungs will no doubt be offered but information is still indefinite as to what the mills are preparing—if they are preparing at all, at present, for real Spring business.

Colored and black velvets of all types are worn. Dark brown, navy plum, purple, ruby, Burgundy, tobacco, green, bronze, taupe, terra cotta, beaver and sapphire are all taken. Corded velvets at 59 cents a yard have their place as well as the Lyons, Lister, Bradford and New York silk and chiffon velvets. Plushes are selling every day for muff and scarf sets. Blacks in any of these lines have become rather scarce, but buyers say they have shipments on order though the date of arrival is uncertain. Purple is another shade much in demand and very scarce. The novelty of the hour is the brilliant flame shade—"flamant," Paris calls it—very like burnt orange though with more red in it. Its brilliance confines it mostly to trimming uses, hence it is found more frequently in hat crowns at present than anywhere else. Some fancy woven and printed velvets in stripes, checks and all over patterns are offered but have not taken yet to the same extent that they have in Paris. Self satin-stripe velvets, though not new this season are selling well again.

We cannot fill all orders but we are trying to take care of our old customers

"CEETEE" LOOK FOR THE SHEEP

THE PURE WOOL UNDERCLOTHING that will not shrink

MANUFACTURED BY The C. Turnbull Co. of Galt Limited GALT ONTARIO

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Second Wednesday in each Month. Advertising Forms close First Wednesday

Vo . XXIX TORONTO, OCTOBER, 1917 No. 10

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Condensed Advertisements

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Pearl Buttons, Jewellery and Novelties, NEW YORK
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"Fireproof"
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Send for catalog.
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Secure details.
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I have in stock, both bulk and banded in pairs, round, tubular, flat, all colors; also Leather Laces.
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Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
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The American Embroidery, Cord and Tassel Company
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Write for Samples.

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DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

Made in Canada for Canadian Trade

Three Raincoats by which to judge "Dominion Raynsters." Judge them from any standpoint you wish, the more critical you are the better shall we be pleased.



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For Ladies and Misses

RED RIDING HOOD
For School Girls

DAVENPORT
For Ladies and Misses

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Canadian Consolidated Rubber Co.,

Limited

Head Office: MONTREAL

28 Service Branches throughout Canada.

Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver, Victoria.



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This real guarantee means sales to you and two seasons' satisfactory wear for your customer. (We will replace any lining in case of unsatisfactory wear).

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In all staple shades in 27-inch and 36-inch widths.

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Plain and Fancy Dress Silks in every desirable shade and quality; also Ribbons, Spool Silks, and Needlecraft Novelties.

Dry Goods Review

Vol. XXIX NOVEMBER, 1917 No. 11

HAWLEY'S
HYGIENIC BLACK



WILL STAND BOILING SOAP AND SODA.

WON'T WASH OUT, STAIN OR FADE.

COTTON HOSIERY
ON

Warranted
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Alfred Hawley
DYER

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"Arab" Motor Coat

A New Style That is Original and Practical
Ideal for Skating, Motoring and all Outdoor Winter Wear

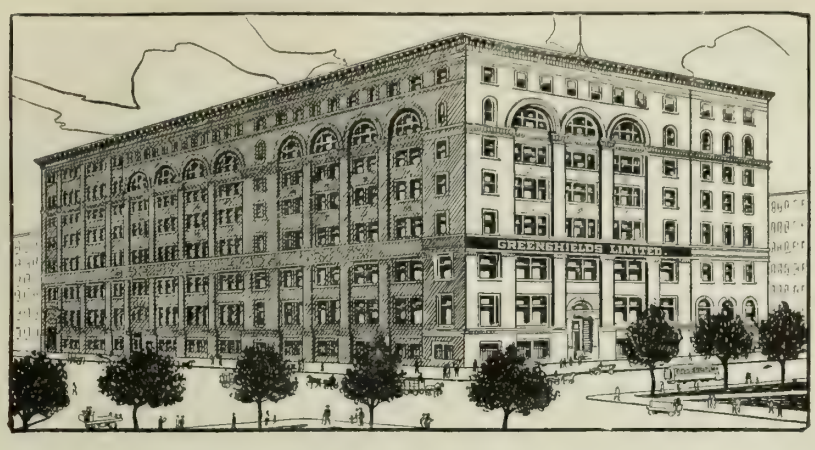
STYLE 2017. $25. 50 inches long. Large collar forming automobile hat and throw scarf, with fancy pocket at ends. Three-piece belt Gauntlet cuffs. Made of double-face Burella cloth. Colors: 186 Taupe, 185 Sage Green, 184 Terra Cotta, 183 Mode, 181 Pekin Blue 180 Leather Brown and 178 Sea Green.

Make a Beautiful Show Card of This Picture by Cutting Off the Descriptive Panel

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NEW YORK

CHICAGO
Congress and Franklin Sts.



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Our travellers' have a complete set of samples.

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All Shades NINON - - - - - .85

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TRADE MARK

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Are you getting all the business that you ought to have? A Toilet Department in your store is the sure source of good revenue. Your store is the most logical place for women to buy toilet articles. If you have a department, see that you are getting the best results by using

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"GIVEASE" COLLAR SUPPORTS
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Lines of up-to-date seasonable merchandise, owing to being broken somewhat in sizes or colors, and odd small lots, are offered at exceptionally attractive prices.

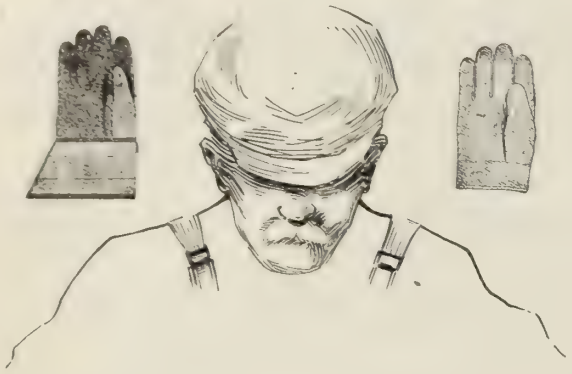


See these in our warehouse.

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REGISTERED TRADE MARK
BRAND





So much more economical

Now when national economy is being preached throughout the Dominion "economy arguments" have added force. Take advantage of this condition to advise your customers to preserve their hands from rough work by wearing Tapatco Brand Cotton Work Gloves

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They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

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Cotton Spinners and Manufacturers

with an experience and reputation of over a century and a quarter. As they are determined to maintain the reputation of producing

the very best

you may rely on all goods which bear their name on the selvedge.

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MANCHESTER and LONDON, ENGLAND.

Agent for Canada:
JOHN E. RITCHIE, 591 St. Catherine St. West, MONTREAL.

To the Trade *November, 1917*

Stock-taking Sale

During this month we are holding our semi-annual sale of *General Dry Goods, Men's Furnishings* and *House Furnishings* with one of the largest stocks that we have ever held at this season of the year. To ensure the success of this sale we are quoting lower prices than manufacturers are doing for Spring Season, 1918. You will readily see that we have no desire to forestall the market by holding our stocks for higher prices. On the contrary, we are showing goods at lower prices, in many lines, than the present market demands to restock the same for Spring shipments and without any guarantee as to the time that orders for Spring goods will be shipped. We are not doing this as an act of charity, or gift to The Trade, but on sound and honest business principles, such as to eliminate

Overhead Charges
Storage
Labour
Insurance
Interest.

Let it be thoroughly understood that

THE TERMS

on goods bought at *Stock-taking Prices* are absolutely without any dating ahead. We do not want to put any of our goods in cold storage. We want space for Spring Goods.

It will pay you to make a special visit to our warehouse

During the Month of November

John Macdonald & Co., Limited

TORONTO

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

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Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St., E.C.

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Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

LIDDELL'S GOLD MEDAL IRISH LINENS

Examine our samples of Irish Hand - Embroidered Novelties now being shown to the Trade: Bed Spreads, Sheets, Pillow Cases, Baby Cases, Doylies, Tea and Lunch Sets, Cosy Covers, Handkerchief Cases, etc., exactly the useful yet beautiful gifts which most people wish to make this year.

R. H. COSBIE, LIMITED

Irish Linen Agency

22 West Wellington Street, Toronto



When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

The Winter Season also Means a Big Demand for Mennen's



The Mennen List is an all-the-year line—essential to comfort and appearance, Summer or Winter. No one wishes to feel or appear ill-kempt, whatever the season.

So this means more Mennen's—Talcums, Shaving Cream and so on. Do you realize this fact to your profit? There is no reason why *you* should not have this business. Keep your shelves well stocked—give some counter or window display—and mention

MENNEN'S



SUGGEST MENNEN'S TALCUMS FOR CHRISTMAS PARCELS

Its easy sale is partly due to the nation-wide advertising we are doing. It is putting trade right into your hands—all you have to do is to close on it! Then we have three very attractive window trims—Talcum Powder, Shaving Cream and a Combination. Any one or all will be shipped on request.

Write for New Mennen Price List. Abnormal conditions in raw material markets have made necessary a readjustment of the Mennen Price List. Write for the new one just issued.

Canadian Agents:

HAROLD F. RITCHIE & CO., LIMITED
Toronto, Ontario

Mennen's Products are "Made in Canada" by G. Mennen Chemical Company, Montreal, Que.

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Canada's Victory Loan

YOUR business prospers because your customers,—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

Your Banker will help you to BUY CANADA'S VICTORY BONDS to the fullest possible extent.

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

52

Pleasing Customers

Means

Having Goods When Called For

A disappointed customer is often a lost customer.

If our traveller is not in your town when a line sells out—

SEND US A MAIL ORDER.

The W. R. BROCK COMPANY, (Limited)

Wholesale Dry Goods

MONTREAL

TORONTO CALGARY

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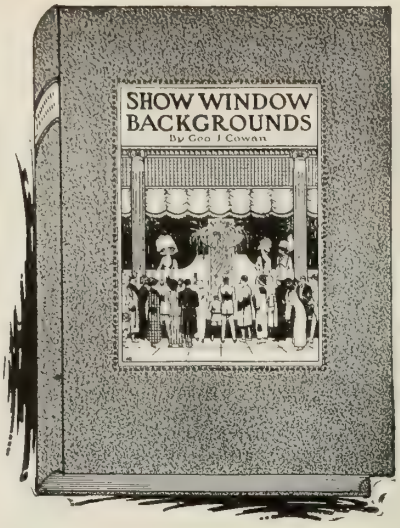
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Pattern range and feelers are sent free of charge.

Sole proprietors of Sycura and Flannura.

The Lanura Company, Ltd.
Leeds, England

Agent for Canada, J. E. Ritchie, 591 St. Catherine St., West, Montreal.



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows.
Christmas Windows.

Period Decorations in backgrounds, showing examples of
Greek, Roman, Gothic, German, Japanese Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.
Sale Windows,
Bas Relief Backgrounds,
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at $1.60.

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Paris modistes and the fashion experts of America demand for the coming season a fabric combining style, quality and economy.

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B.D.A. English Mohair sells on its merits—needs no word of recommendation.

B.D.A. English Mohair means mohair of maximum merit.

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Seasonable Suggestions for Sorting Requirements

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GEE—Men's Sweater Coats—Heavy jumbo stitch, made with shawl collar. Colors, Fawn or Oxford. Size 36 to 42. .....**$28.00** per doz.

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Men's Unlined Leather Gauntlet Gloves, at **$9.00, $10.50, $11.00, $12.00, $13.50, $15.00**, and **$18.00.**

Men's Lined Leather Gauntlet Gloves, at **$12.00, $13.50, $15.00**, and **$17.50.**

Men's Auto Gauntlet Gloves in Black Horse, unlined at **$24.00**, lined at **$27.00.**

Men's Lined Cape Gloves, at **$17.50, $18.00** and **$21.00.**

Men's Lined Mocha Gloves, Brown, at **18.00, $21.00**, and **$22.50.** Grey at **$18.00, $21.00, $24.00**, and **$27.00.**

Men's Lined Mocha Mitts, in Brown only, **$20.00.**

The W. R. BROCK COMPANY (Limited)

Warehouse—South West Corner Bay and Wellington Streets

TORONTO

STOCK RECORDS, CARD-WRITING SUPPLIES

Some of the Inquiries Answered by Dry Goods Review During the Month — Manufacturers Asked to Supplement These Lists.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of September.

ORIENTAL VELVETS, ETC.

Montreal, Que.—Would you kindly inform us where we can procure Oriental velvets, velvets in Scotch plaids, mentioned in page 23 of your August issue, also Fur Fabric styled "Kirami," mentioned on page 51.

Answer—Full information was mailed in answer to this enquiry.

STOCK-KEEPING SYSTEM

New Westminster, B.C.—We require some system that could be card indexed and that would take the time of only one girl, whereby an accurate stock record could be kept. Do you know of any firm that has a system that would be suitable for us?

Answer—This matter was taken up thoroughly with a number of office supply houses also information secured as to systems in vogue in Toronto departmental stores. All information secured has been forwarded direct.

WHOLESALE MILLINERY HOUSES

Centreville, N.B.—Kindly furnish me with the names and addresses of Wholesale Millinery firms in Toronto and Montreal.

Answer.—The following names were among those submitted. Toronto: G. Goulding & Sons, Jno. C. Greene & Co., J. D. Ivey Co., S. F. McKinnon Co., Jno. A. McRae Co. Montreal: Debenhams Ltd., E. M. DeBoeck & Co., Farrell-Belisle & Co., G. Goulding & Sons, Holiday and Finnie, Jno. D. Ivey Co., J. M. Orkin Co., Vyse, Sons & Co., Ideal Import Co., New York Hat Manufacturing Co.

CARD WRITERS' SUPPLY HOUSE

New Glasgow, N.S.—Would you kindly request some card writers' supply house for catalogue of supplies.

Answer—Two or three leading houses were requested to send catalogues.

COMPUTING YARD STICK

Grand Falls, N.B.—I saw an article in last issue of Dry Goods Review *re a patent computing yard stick. Can you put me in touch with the makers of same?*

Answer—Counter Computing Machine Co., Chicago, Ill. Toronto Agents: Clatworthy & Son.

What Firms Make Up Special Order Suits and Coats?

Several Places—I will be greatly obliged if you could tell me the names of firms who are making ladies' suits and coats to order, and can supply samples of cloth; also Fashion Books.

Several names were sent in answer to this inquiry, but Dry Goods Review *believes there are a number who may be open for made-to-order business, and would appreciate hearing from such.*

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Paris Delights in Black Satin

Photograph sent by Drecoll, Paris, to DRY GOODS REVIEW.







Long, graceful cape finished with large collar forming a pelerine. The whole is of black satin.

Dry Goods Review

VOL. XXIX. TORONTO, NOVEMBER, 1917 No. 11

MAKING MONEY FROM TOY DEPARTMENT

Entire Flat Given Over to Sale of Toys—G. A. Holland, Son & Co., of Montreal — Window Reserved for Toys the Year Round—Department Managed by a Woman—Mother Goose Idea Carried Out in Interior Decorations.

ONCE upon a time—during the past summer—a cart full of sand drove up to the store of G. A. Holland, Son & Co., of St. Catherine Street, Montreal. Now this store is one of the leading supply houses for wallpaper, draperies, furniture, and also toys in the City of Montreal.

Sand has nothing to do with house furnishings, but it was very soon made clear that it has a very close relation to the showing—and sale—of toys.

On the next day there appeared in the window that is reserved for the showing of toys the year round a clever and wonderfully complete representation of a Sea Shore scene. Not only the clean "builder's sand" was there, but the sea itself in the form of a water-filled dish buried "up to its neck" in the sand. Then there was the reason for this display: the sand toys, pails, shovels, and full rigged sailing vessels. And these were sailing in the "sea" in the window.



A WELL ARRANGED DEPARTMENT.

View of toy department of G. A. Holland, Son & Co. Many novel methods of display are used.

So far this window has been duplicated in other stores, to some extent at least. But instead of the ordinary, store-like background to the scene, the sea shore idea was extended to cover the whole vision: there was a painted background, with a sea and sea gulls flitting through the air. The eye of the child swept along the sand, then caught the painted sea, and ran to the horizon and up the range of sky. The painted background added to the completeness of the picture, and intensified the impression left by the sand and the "living" water in that sand. It helped to bring closer the actual scene; to reproduce the atmosphere of nature.

One other element of a little different character was included in the make-up of that window, in the "tout ensemble," as the French-Canadian might say. The designer had prepared some cunning figures cut out of cardboard, and covered with cloth of the proper colorings, white collar, Saxe blue dress, pink stockings, etc. These figures of children at play, leaning over the sand, added a lifelikeness to the window, and by a happy idea of the "artist" of the display—for it was an artistic conception—the figures were considerably larger than the dolls that were lying on the sand, where they had been dropped by the "children," thus sustaining the perspective.

There were three cards in the window: "Novelty Seaside Toys," "Water Playthings," and "Sand Toys."

The question was asked by DRY GOODS REVIEW as to whether that window had been a good seller. The answer was as expected. It had. A conception like that could hardly fail to be a splendid outside salesman.

Whole Floor Given To Toys

This idea of the sea shore window has been elaborated to this extent in order to convey an impression of the manner in which the toy department of Holland's is being worked out. The whole of the second floor, above the wallpaper, is devoted to this department, and one of the windows on the street is given up to displays all the time. The sales are good every month in the year, with, of course, very heavy ones before Christmas.

An attempt is made to combine the feeling of Playland with that of Toyland. Sometimes in departments the one is emphasized, sometimes the other. Seldom the two together. One other instance:

The manager of the department, Miss Clark, whose busy brain is never done planning for this toy section where she has been in charge only a short time, is working out a Mother Goose idea both for the department and for the window. She has had a large Mother Goose with its typical black cap and scarlet coat, and a big goose, made for the guiding figures. As in the case of the sea shore, there must be a harmonizing background, and one has been painted for her in the store, with the ever present birds in flight, high up, and groups of Mother Goose scenes, familiar to every child.

After Mother Goose has done duty in the window she will be transferred to the toy department, and do duty there probably for weeks to come, attracting sales for the Mother Goose games.

Toys Assorted According To Price

The photograph which is reproduced in connection with this article gives a fair idea of a small section of the toy department. There are simply "loads" of different games, toys, books, etc. An idea that is new to this department, and one that looks good for others, is a series of tables that feature toys all of the same price. For instance, on one are toys that may be bought for the price of 35 cents, with a card in the center, "Popular Lines, 35 cents." Near by is another, "Attractive Lines, 50 cents," a third, "Popular Leaders, 75 cents," a fourth with Dollar lines, and a fifth with

all selling at the one price of $1.50.

It has been found that people come into a toy department to get a toy for a certain price. It may be that a mother is getting a present for a child to take to a birthday party. She has no idea, unless the child can suggest something, as to what she wants, but she has a very definite idea as to what she is willing to spend (oft-times to her own hopeful's bitter disappointment). She thus welcomes the collecting of a group of toys that would suit her ideas of what she should spend on this particular occasion. (When she is buying for her own child she may pass on from the lower priced groups to the higher). Even then she is glad for the suggestions. This idea of special-priced tables could be duplicated in any department, and would be specially good for the present Christmas.



A SAMPLE TOY WINDOW.

The use of the life-size cardboard figures is the feature of this toy window. This method of display is also used in the department upstairs.

Dolls, Books and Games Grouped Separately

The back section of the department is divided between games and books. These are collected as much as possible in one place so as to suit the convenience of the customer. Then the dolls are grouped in a number of show cases in one end, and make a specially brave showing. So with the mechanical toys and other lines. But in all cases every available space is used for the showing of the toys, whether they are on the tops of the show cases, or on shelves, or even suspended in the air.

In the effort to interest the child and the parent in building toys many models are shown, illustrating the actual working out. With trains, engines, etc., where movement can be exhibited, arrangements are made for these using the tracks and whirling around in the way they will do in the child's playroom. Not enough use is made of this in the average toy department.

Special lines are placed at advantageous points in the large rooms. A large swing, with the double seat, is near the front. Then there is an aeroplane here, a group of Kiddie Kars there, around the base of a show case.

A whole case is devoted to small flags. Another is taken up with hundreds of small boxes of beads, with necklaces in others. These are for the children, of course, but a heavy sale has been found of late for the trimming of dresses.

Another wall case, with slanting rows, is taken up entirely with stuffed animals. Many of these are new ones for the present season, elephants of a grey coloring, and red foxes of a clever imitation, and kittens and dogs in white with black trimmings.

Little celluloid toys for the nursery, of the kind that float in baby's bath, have a case to themselves, and are good sellers. In connection with this group it is a custom of the store to watch the announcements of births and send free a dainty copy of the well known "Baby Book," with space for the "First" of everything of interest, the first word, step, etc. This has been found to establish a connection with the outsiders, although the real profit that has resulted from the expenditure has been, as might be expected, a little difficult to analyze.

The decorations of the floor consist of a number of Chinese lanterns connected with sweeps of foliage, the two arranged as a sort of festooning. It makes a pretty decoration.

On a large card in the Holland store is a Guide Post, as it may be called, for the Toy Department. On the top is a colored group of Highlanders, and below it the words in large type: "In Our Toy Department." Then in smaller type these particulars:

Can be seen a very fine selection of toys of all descriptions, including popular military novelties.

A few suggestions:

Big Gun	Messano
Gun & Trench	Iron Toys
Soldiers	Books
Cannons	Games
Tents	Horses & Carts
Tinkertoy	Exploding Battleships

LEAKS THAT CAN'T BE PLUGGED

How Many Merchants Figure on Invisible Expense?—Loss in Measurements, Loss in Weight, Loss by Pilfering?—Do You Ever Get the Margin You Figured On?

EVERY merchant has had it hammered into him of recent years that a careful watch on the expense account is absolutely essential, that the last cent that should be properly so charged should be followed up and chased into the column to which it belongs, and that the percentage of cost as applied to sales should be carefully computed, and taken count of.

DRY GOODS REVIEW believes that the majority of the dry goods merchants do this, that they follow up expense items thoroughly and mark their goods accordingly, allowing an amount over and above cost which will bring them a fair net profit. But how many can show the results expected when the end of the year comes, and the inventory is completed and balance struck? For instance, the cost of doing business works out at 25 per cent., the average mark up after allowing for reductions is 30 per cent., and there should be a net result of 5 per cent., but the books refuse to show it. Somehow or other, this 5 per cent. or part of it has disappeared during the year's transactions. Is not this a common experience with hundreds of retailers?

In a recent conversation with G. B. Ryan, dry goods merchant, of Guelph, this condition of affairs was commented on, and he agreed that there was nearly always this unaccountable shrinkage to allow for. He said in part, "We have all shapes and sizes of plugs. We believe our business to be thoroughly organized, and leaks that can be ascertained are immediately introduced to the plugs that fit them, but there are leaks that we know exist, because they show at the end of the year, but which we cannot find, so cannot plug."

Loss in Measurement

In Mr. Ryan's opinion one of the biggest sources of this unseen loss is in the measurement of piece goods. Salespeoples' measurements can be checked up and by means of a thorough education along these lines fairly accurate measuring can be secured on the part of the store help, but how many measure the piece goods as they arrive from jobber or manufacturer? To do so thoroughly is of course impracticable on account of the time that would be required, but Mr. Ryan believes that out of every good sized shipment one or two pieces should be selected at random and measured. If

(Continued on page 18.)



Letter from our Paris Correspondent



SUMMARY

Velours de laine the King of the season.

Winter fabrics thick and warm.

Peau de marmotte, serge moufflonne and broadcloth for tailored costumes.

Heavily ribbed fabrics featured.

Small Scotch plaids for linings and for children's coats. Hooded capes worn.

Furs constantly becoming more popular.

Blouses in tunic or else bolero styles.

Silk jersey, satin and cachemire de soie replace crêpe de Chine and Georgette but are trimmed with them.

Embroidery continues.

Novel collar effects.

Kimonos match furniture of drawing room or boudoir.

Hats like the "Sammies' " are of fine melusine felt.

THE sunny days are practically over now; one or two months of drizzling rain and fog, and we shall have to face the cold north wind, accompanied by snow and ice. At the same time, as we look for coal (a great problem to solve nowadays!), we must take a stroll around the various cloth merchants' shops and see what novelties they have devised to preserve us from the bitter cold which is in store for us.

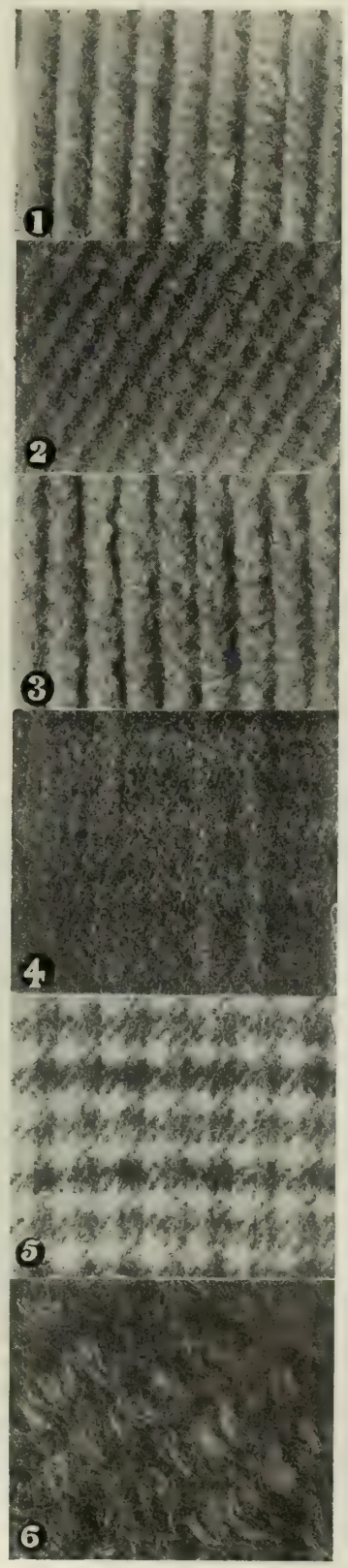
Last year's experience must have been fruitful, for every material shown is very warm.

The samples I sent you in my previous article showed you that our tailored costumes would be comfortable.

From the enclosed cuttings of the newest cloths you will see that we shall be warmly wrapped up in this Winter's materials. All these materials are, more or less, like that "tissu des Pyrenees," which looks so thick, though light, and so warm.

Velours de laine is the king of the season: in many instances plain and often, too, ribbed more or less coarsely.

Peau de marmotte, serge moufflonne (extensively used), also broadcloth, are suitable for tailored costumes, and for light coats that are to be trimmed with fur.



With the violet coarsely-ribbed velours de laine we shall have a very fine coat which will require no trimming.

Does not that sample of Alaska make you feel cosy, in fancying yourself comfortably enveloped in a very ample coat, properly trimmed with a beautiful white fox, coming straight from the country from which this material takes its name?

Algerian deserves its name, too, for the nights are cold in the countries bordering the Sahara desert, and clothes of the kind of the enclosed sample are found handy.

Hippique is the staple corduroy velvet so nice to wear for shooting. It would also make some fine coats for youngsters, although steeple would look more youthful. This material is extensively used, as explained below, either for lining or for trimmings.

Brighton is mostly chosen for trimmings, where it comes in useful on account of its various colors, which match every shade of plain material.

Last of all, I give you ouragan. It is a kind of ribbed plush. While in the enclosed shade (cherry) it is very original, in darker colors it is very nice indeed.

Fur and Scotch Plaid for Trimming

Dressy cloaks will be made of velvet used in connection with satin, and the trimmings will be fur.

Furs are getting more and more fashionable, because they can be used in every manner; the pelts are now very soft, and enable the dressmaker to flounce them without any difficulty.

When showy shades are used in coats, the trimmings will generally be Scotch plaid, as I wrote you last month.

The marking features in the present coats are a huge collar, broad sleeves, and straight back.

The collars are very much like those of

PARIS FABRICS

Some of those described in the accompanying letter:

1. Ribbed Velours de laine, violet shade.
2. Algerien, khaki shade.
3. Alaska, a peacock blue.
4. Brighton, a beautiful combination of dark navy, apricot, green and khaki.
5. Steeple, shows black, white, brown, apple green and gold.
6. Ouragan—cherry red.

tailored costumes, described in my previous article. I have seen one, in the comforter's style, which I considered very good indeed. It was high, straight, with only one end hanging loose, which passed through a big button hole across the front.

The sleeves, in the pagoda shape, will be very broad, and, as they are not warm, it will not be considered bad at all to have them fastened close to the wrist.

For children's coats we shall have also casha, a cloth of which I sent you a sample some months ago, which had some Smyrna goat hairs woven into the wool. It is very comfortable and strong, two very important points when youngsters are in question!

Most of their coats will be lined with Scotch plaid turned up to make the collar revers, and a kind of waistcoat all along each side of the front. They will be trimmed with a narrow leather belt, the ends of which will cross each other in front like an X. This same belt will often be seen on the chemise dress, where it has the advantage of being an adornment different from the various bands we have seen all this Summer.

Our children will also wear capes, which will all be provided with a hood; both will be lined in Scotch plaid or checked material. A tassel made of threads drawn from the latter material, in various shades, will end the point of the hood very nicely.

The thick floche wool I mentioned some time ago will be used to make knitted trimmings for kiddies. When in the shade of fur (brown or grey) it will slightly imitate silver coney or beaver, and when furs cannot be got, this trimming will be as warm, which is the essential point.

Blouses, Long and Short

We shall have two kinds of blouses—some long ones, like Chinese tunics, without any belt, and some boleros, short-waisted, which will look very much like big flat yokes over a high-waisted pleated skirt. The effect is very much like the robe chemise and youthful.

With these, although it is not quite new, we shall see various ideas of belts. One will have a very high straight band tied at the back, each end hanging down finished by a tassel, or embroidered. We shall find a large embroidered motif in front. Another will have both sides in front cut longer and slanting to be tied on the left side like a sash.

No Front or Back Fastening.

What is newer is the Chinese tunic. It is, of course, quite flat, and slipped over the head, if the neck hole is wide enough. Otherwise, when square, it buttons on the shoulders; any other shape will be fastened under the arm, never in front or back.

The materials will be warmer than heretofore. Last Winter was so cold! No more muslin or crepe; both will be replaced by silk jersey, satin or cachemire de soie. However, crepe de Chine and crepe Georgette will be used as trimmings on silk jersey.

As everywhere, plenty of embroidery, also fur in tiny bands.

One idea that is most amusing, and remarkably convenient for ladies who make their own clothes, although they are not particularly fond of needlework, is as follows:

A long kimono tunic, in Scotch plaid, with seams only under the arms, a sailor collar which will have no hem, but some threads of the material drawn so as to make a fringe of various shades. The end of the sleeves and the bottom of the blouse are finished likewise with a fringe. It certainly is original . . . and quickly made!

For the theatre we have some blouses or dresses trimmed with square "paillettes," sewn like a cross stitching in various colors, similar to tapestry.

Some Novel Collars

On sailor collars a rather nice trimming is, at the bottom, a horizontal band of different material: for instance, checked material on white. Some of these collars are no longer the regular sailor collar finished in V in front; they are square in front, and more like a wide revers, which end is loose like a shawl end.

When the pagoda sleeve is used, it may be fastened in the same manner as the coat sleeve mentioned above, viz., with one or two buttons. It will imitate a cuff, and will be much warmer.

Indoors, if it is not very hot, we shall have some overblouses made of fine silk trimmed with fur. One very nice is made like a "fichu Marie Antoinette," only slit in front so as to give four panels. Two of them hang in front, while the two others cross over the former, and are tied down at the back. Others are like capes just flung over the shoulders and fastened under the arms by a ribbon laced in big rings.

For embroidered flat blouses, the different samples of crepe Georgette sent some time ago will be very fine. They require no trimming outside of a small fur edging, or, for the most showy shades, some fur waistcoats will do nicely, if the colors match well. The bands could be used advantageously in dresses if the plain material was flounced, and over the shoulder and all along the skirt that band came in simply.

In many cases the belts will be ribbon, as well as mostly all the trimmings; bands crossing in front and on the sleeve, or checked, or woven-like. Every variety can be obtained. There are still a few pockets that are wide open. Many, many blouses are crossed.

A fringe made of silk thread is in great favor at the bottom of tunics, also jet, which is nice because of the soft noise it makes at every movement.

Kimonos Match Furniture

Tea gowns will also be made of warm materials, the lighter being kept for trimmings. Velours mousseline will be found very convenient for the flat kimonos we shall wear this Winter. What will be very nice will be Japanese or Chinese embroidered silk made up in real kimonos, and matching the furniture of the drawing room or boudoir where they are worn.

The Oriental culotte dress will be much in favor, also in the same decor.

Among the hats, I might mention those that have the shape of American soldiers' hats; they must be in fine melusine felt to be elegant and not common. Some hats are in showy velvet, in the shape of the sailor's cap or the Chasseurs Alpins' "berets." The shoes are mostly in deerskin, with a big bow matching the hat.

We have also some silk hats, similar to gentlemen's silk hats, but with a low crown.

H. Lafleur

LEAKS THAT CAN'T BE PLUGGED

(Continued from page 16.)

marked inaccuracy appears the whole lot should be gone over.

More likelihood of serious shortage exists in cut pieces as whole pieces are machine measured and rolled but even with these latter it is hard to get, in a retail way, the length that the measuring machine gives, as the latter measures goods while they are at a high tension and stretched pretty well to their limit, while, of course, the same condition cannot exist at the counter.

There seems here to be a leak that can hardly be "plugged" and which, in consequence, must be reckoned with.

There may be other sources of "unseen" loss, such as pilfering, forgotten charges, errors in extension or addition, most of which can be fitted with the plug that is made to fit them, but the point of Mr. Ryan's remarks lies in the fact that, in spite of all possible precautions, there will be a shrinkage from the mark up put on the stock and this shrinkage should be averaged year by year and allowance made for it the same as for any tangible charge.

OBITUARY

William H. Ives, who for twenty-seven years prior to retirement in 1910 was a well-known dry goods merchant at West Toronto, died in Stratford recently at the age of 69 years. Mr. Ives had been living retired in Stratford with his son.

COLOR CARD FOR SPRING, 1918

Copies of the Spring, 1918, color card, issued by the Textile Color Card Association of the United States, Inc., and described in our October issue, may be had from DRY GOODS REVIEW at $1.50 each, postpaid.

FORTY YEARS CONTINUOUS GROWTH

Progress of Smallman & Ingram, of London, Ont., One of the Interesting Stories of Canadian Business—Business Founded Forty Years Ago in Sixteen-Foot Store—Original Staff of Six Now Four Hundred.

FORTY years is a long time in the life of a young country like Canada, where towns spring up over night and whole provinces are populated in a decade. It is also a big period out of the three-score years and ten that are allotted to the average mortal. Few indeed are the Canadian dry good stores that can show a continuously successful record covering such a period of time. One of the few is Smallman & Ingram, of London, Ont., which firm celebrated its fortieth birthday on September 8, this year.

On that date in the year 1877, two young men, with little capital but much faith in the future of their country, and particularly of that section of the Province of Ontario which claimed London as its rallying centre, opened a little 16-foot dry goods store on Dundas St. It is possible that even J. B. Smallman and L. H. Ingram, the two men referred to, had, even in their wildest dreams, little hopes of this little start ever growing to its present proportions and becoming one of the leading businesses in the entire province. Right from the first, however, progress was made and as early as 1892 after only 15 years' growth, enough additional floor space had been acquired by purchasing adjoining property to quadruple the original selling space.

Other property was acquired from time to time, until the land owned covered 995 ft. on Dundas St. and 44 ft. frontage on Richmond St. On this stand the present modern building was erected during the years 1907-08. It is worthy of record that business was carried on in the old structure while the new one was being built over and around it and that the moving from the new store to old was effected in sections without the loss of a single day's business.

This handsome store building and many of its methods have been discussed in earlier issues of DRY GOODS REVIEW. There is one feature, however, that will bear repetition. This firm feels that loyalty and co-operation on the part of their staff is a very essential feature in their success. In the furtherance of this idea the business was incorporated in the year 1908, at the time of moving into the new building, and forty-four of the tried and faithful employes were permitted to become shareholders.

In many other ways this firm tries to improve the conditions of their employes and believes in thorough education of the selling force. Trade papers are scanned and matters that will prove of educational benefit are posted up around the department and from time to time lectures have been held on sales problems, textile manufacture and other similar subjects. It is intended by the management to follow out this course even more fully in the future.

Mail Order Branch

A branch of the business that this firm has developed to a very large extent is the mail order end. The management has felt that the way to meet the

(Continued on page 22.)



A TWENTIETH CENTURY EDIFICE.

Facing on two streets, this model store building, five stories high, is symbolic of this firm's successful record.

MARKET REPORTS

THE MARKETS AT A GLANCE

DURING the month cotton developed considerable strength, and on October 24th reached the record figure of 29.50 on the New York market. The last week of the month a certain weakness was noticeable which was furthered by the news of the Italian reverse. There seems, however, to be pretty general belief that top prices have not yet been reached. Severe frosts in the cotton belt, almost unprecedented at this time of the year, have undoubtedly cut down the crop returns to a very considerable extent.

The wool market is practically at a standstill. Australian and New Zealand wool that has already arrived or is on the road is all under contract and there is practically no wool of any kind changing hands. Owing to considerable complaint on the part of the Australian ranchers it is expected that the next allotment of Antipodes wool will be at a considerably increased price.

The linen situation is unchanged, the supply being practically in Government hands and all possible linen looms working on aeroplane cloth.

Hides have developed a stronger feeling during the month, owing largely to heavy purchases believed to have been made on behalf of the British Government. Offerings are being well taken care of, and there is no doubt that price recessions have been checked for the immediate future.

The raw silk market has been decidedly weak during the month, the total decline from the high figure of a couple of months ago equalling nearly $1 per pound. Japanese silk has shown signs of a come-back the last couple of weeks, but China silk is still inclined to lower figures. Manufactured products remain practically unchanged.

There have been advances in needles, equal to about 20 per cent. and the supply is still limited.

Business in general seems to be a little quiet. Wholesalers report that retailers show no disposition to buy more heavily than is required by their immediate needs. As we go to press the country is feeling considerable depression over the news of the Italian reverse. Wholesalers believe that this will have a quieting effect for a little while on general business conditions. The market as a whole would appear to be a non-speculative one with weakness rather noticeable all along the line. Cotton is the only raw product connected with the dry goods business that has shown any marked advance during the month.

COTTON ADVANCES

Record Price of 29.50 Reached—Slight Weakness Since Recorded—Growers Reported To Be Holding For Higher Figure

COTTON.—During the month the cotton market has continued very firm with prices steadily increasing until, on October 24, the high record of 29.50 for spot cotton was reached on the New York market. Since that date a slight weakness has made itself evident resulting in a drop of nearly 1c but it is felt throughout the trade that this is only market manipulation and that eventually still higher prices will be in order. Heavy frosts have occurred throughout the cotton country, unprecedented in severity for this time of the year, and this cold spell has been considerably prolonged. This must have cut short development over a considerable portion of the belt and has helped the bullish movement. This fact coupled with the European shortage and the military requirements of the United States Government is quoted by all cotton men as an indication that top prices have not yet been reached. The Italian and French Governments have both been heavy buyers of late.

The growers have apparently decided that there are good chances of getting 30c and many of the farmers are reported to be holding for that price.

Meanwhile all mills report cotton yarns high and scarce and all claim that present prices of manufactured goods are only possible owing to heavy buying of lower priced cotton. One mill was contemplating a revised price list giving a number of important advances but the slight break in the market that occurred this week caused a little delay in settling the figures. The United States Government has placed heavy orders with several of the larger mills if not with all of them. Canadian Cottons was among those receiving orders amounting to 2,000,000 yards, which could have been 4 times that amount if this mill had been willing to neglect its home trade.

To briefly sum it up, the retailer need have no hope of cheaper cottons, and though now abnormally high they have apparently still further to go.

Deliveries are reported to be fair on some lines and very poor on others, some orders being as much as a year past due.

WOOL SITUATION

Further Australian Shipments on the Water—Mills Believed To Be Well Supplied—Next Allotment of Australasian Wool Expected To Be At Higher Figure

WOOL.—The wool situation remains pretty much as reported last month. Still further shipments on account of the Australian wool allotted to Canada by the

British Government are on the water and are expected to arrive shortly. This is, of course, already under contract and there is practically no wool to be picked up in the open market, but it is felt that the Canadian mills will have their wants pretty well supplied for the next few months.

Considerable dissatisfaction has been expressed by the Australian sheep men over the price allowed them for their wool by the British Government, particularly for those shipments coming to Canada. It is pointed out that the prices are out of line with prices being paid in Canada for inferior grades of domestic wools.

The likely result will be an increased price for the next allottment that is destined for Canada, some brokers predicting a big increase.

Meanwhile, of course, owing to Government control, there are no fluctuations in prices of imported wools.

Domestic wools are practically cleaned up in the country. These were bought almost exclusively by American mills. When asked why more of this supply was not absorbed by the Canadian milling trade it was pointed out that the tremendous demand for wool on the other side has advanced prices to such an extent that they are out of proportion to the prices at which Australian wool can be procured. In consequence the Canadian mill men have felt it better to take chances on securing enough of the latter for their requirements.

In addition the shortage of combing facilities in this country has helped the United States buyers in securing Canadian wool. Quite a bit of this after having been combed and sorted has been rebought by Canadian milling interests.

The large business that has been placed in this country by the United States War Office has tended to tighten prices on all wool products.

A report which came from Montreal that Great Britain was about to put an embargo on the export of all wool products aroused considerable interest this month but at time of going to press DRY GOODS REVIEW was unable to secure confirmation of this. In fact most of the large buyers interviewed stated that it was most unlikely as Great Britain was determined to keep up her exports to the best of her ability as only by selling goods to the world at large could she hope to keep up her rates of exchange.

One large buyer who recently returned from England stated that there was considerable dissatisfaction in the British domestic trade owing to the fact that the colonies were getting supplies of woollen fabrics which the home trade were unable to secure. The reason for this was admitted to be the economic one mentioned above.

SMALLWARES

Needles Show Advance of 20%—This is Shown in Size of Package Rather Than in Price—Supply is Still Very Limited

SMALLWARES.—There has been during the month an increase equal to about 20% on the price of needles although the 5 cent package is still available, the increased price is covered by a reduction in the number of needles enclosed. Supplies are still limited, but enough seems to be coming through to fairly well supply the trade.

Knitting needles are almost unprocurable in so far as steel ones are concerned. Wooden ones, of which some are being made in Canada, are taking their place to a very large extent.

Dome fasteners are apparently in good supply, all United States make, and there have been no recent price changes here. The unsatisfactory features that at first developed in the line is gradually disappearing and there is no doubt that it will ultimately prove as satisfactory as the old German stuff.

THREADS STEADY

No Change in Cotton Threads—Prices Mentioned in Last Month's Issue of DRY GOODS REVIEW Still Hold Good

THREADS.—There is nothing new to report in so far as cotton threads are concerned, the price of $8.40 holding good on the regular length spool. There is some rumor that a further advance was contemplated, but in view of the fact that the cotton market has shown a little weakness during the last week of October nothing has materialized.

FLOOR COVERINGS

Rugs Remain Stationary in Price—Business Done Unusually Good—Further Increases Not Improbable——Fair British Supply Coming Through

RUGS.—There is an unexpectedly good demand for rugs for Spring even at the advanced prices already noted in DRY GOODS REVIEW. Dealers find the cheaper lines harder to move as the public notice the increased price more than in better qualities. Tapestry rugs quoted at $7.75 shortly before the war and now being held for about $18.00 means that the ultimate consumer is paying over 100% increase. This certainly is very noticeable to the woman of limited means who goes out to replace her old $12.50 rug and finds she has to pay about $27 for the same quality. The result very often is a decision to make the old one do service for awhile longer.

Rag rugs are having a big demand and are looked on as a probable big feature for the Spring business. Many of these lines are Japanese made although some are being made in Canada.

Another floor covering that has been coming rapidly to the front is the rug similar to linoleum in appearance but with felted foundation instead of the well known canvas. The prices are slightly below linoleum rugs of the same size and the public are taking hold of these to a very large extent. Whether they will prove to have the proper wearing qualities would seem a question, but the manufacturers claim that they will.

HIDES FIRMER

Weakness of Last Month Checked—Heavy Buying Developed From Government Sources—British Embargo, While Not Officially Lifted, Apparently Not Being Acted On

HIDES.—The weak condition so noticeable in the hide market last month has been checked and prices have stiffened considerably. This is principally caused by heavy buying believed to have been effected on the part of the British Government, although the business was not placed directly. The embargo prohibiting the importation of hides to Great Britain while still officially in force is thus believed to be largely non-effective. At any rate, the market has been pretty well cleared of all surplus stocks.

The orders of the United States Government for millions of pairs of boots is another factor that has helped to strengthen the market.

Supplies continue very good and local shoe factories are not heavy purchasers at present. There is no doubt that business with the shoe manufacturers has been pretty slow this last three or four months. Retailers have been carrying tremendous stocks, and they have been very reluctant to add to this business at the prices asked for Fall placing. Their attitude has been strengthened by the weakness that developed last month in the hide market, and it was felt that this would be extended to the finished products. Strange to say however the leather market did not react in marked sympathy with raw hides; and, while the shoe trade has been very quiet, prices have been pretty well maintained. There is no doubt that manufacturers have themselves largely to blame for present conditions owing to the exaggerated reports that were circulated to the trade regarding leather famine, $20 shoes and so forth.

SILKS INDUSTRY

Sharp Decline of October Seems Checked—China Silks Still Quite Weak—Manufactured Goods Remain Steady

SILKS.—There is still a slight feeling of weakness in the raw silk market,

although this is not very pronounced and there have been considerable fluctuations. Altogether however there has been a reduction of nearly $1 per pound from the high figures prevailing a couple of months ago. Since October 15 however this downward movement appears to have been checked and while there is no decided turn the other way the indications are that slightly better figures will soon prevail. In fact, Japanese silks showed big increases during the week of a couple of cents while on the other hand Chinese silks were still weak and declined about 20c on an average.

Meanwhile there seems to be little likelihood of a noticeable decline in the manufactured product. Silk dealers claim that the decline in raw silk was the only thing that saved the finished silks from further advances. It is pointed out that so many other conditions have to be reckoned with apart from the actual cost of the raw product. Transportation difficulties, and labor costs, are on the continued increase and this more than counterbalances the slight recession in the raw product. "At any rate," said one large dealer, "when we cable for shipments after a slight price recession, expecting a little easier price to ourselves, this is not forthcoming. That is all we know about it."

Business is not extremely brisk but there is a fair amount moving. Retailers have not as yet commenced to buy Spring silks with any great enthusiasm. It is felt that possibly the variable price conditions have caused some of these to wait and see what the season may bring forth. Jobbers are emphatic in stating that anyone so expecting is bound to be disappointed, but, on the other hand, there seems little reason to fear any great increases, and there would appear to be but little reason for any heavy buying ahead. Wholesalers appear to be well stocked and no shortage is anticipated. Under these circumstances hand-to-mouth buying of silk requirements would seem to be a good policy to follow.

LINEN SHORTAGE ACUTE

Conditions Growing Steadily Worse—Russian Collapse a Factor in Coarser Grades—British Government Controls the Situation

LINENS.—There is but little to add to last month's report on the linen situation. It is bad, and, no doubt, will be worse. The whole matter revolves around war office requirements, which are enormous, particularly for aeroplane cloth. It is understood that the British Government is supplying all the Allies with their requirements in this line and in consequence every linen loom in Ireland and many of the Manchester cotton looms that are capable of weaving this cloth are commandeered. In addition the linen yarn is practically owned by the Government and it is believed that but very little of this is being released for domestic business.

As one agent puts it: "We send in an order to the Belfast house that we represent. This order, on its receipt is turned over to the Government representative who considers the matter and asks first of all if the looms required for its manufacture can be employed for aeroplane cloth. If they can the matter is settled at once. In case the looms required are useless for this purpose the matter is given further consideration and it may be that the mill is allowed to manufacture a portion of our order. From now on, however, we have reason to believe that the amount allowed the domestic trade will be practically nil."

The occupation by the Germans of Russian territory that has been a large producer of the coarser Russian linen yarns has not improved the situation. The one bright spot is that linen is not like cotton and wool an indispensable product and good substitutes may be secured for practically all lines of linen fabrics, made from pure cotton. It would appear that the public will be compelled to accept these substitutes in the near future if, as seems probable, the war continues to run its course.

FORTY YEARS CONTINUOUS' GROWTH

(Continued from page 19.)

competition of the large Toronto and American mail order houses is to play them at their own game and they have in consequence been putting out for some time splendid catalogues and have developed a splendid business by mail throughout Western Ontario. This season they are extending their activities to the Western provinces, and although it is realized that mail order competition is very keen in that territory the firm is confident of winning its share.

The founders of this business have both passed to the great beyond. Mr. Ingram in 1901, Mr. Smallman in 1916, but the principles that they inculcated are being adhered to by the present management. On the death of Mr. Smallman last year, J. G. Ingram succeeded to the presidency of the company.

U.S. SEIZES GERMAN STORES OF COTTON

THE United States plans to use vast quantities of German-owned supplies stored in that country, to aid her troops and the Allies in the war. The value of the property is expected to mount into the hundreds of millions and comprises immense stores of cotton, leather etc., purchased by German agents before the United States entered the war and since held in their names by their American broker. It is said that of cotton alone Germany has more than 1,000,000 bales in the United States which, at current prices, would be worth $143,250,000.

SHODDY

Interesting Article Showing How the Word Has Fallen Into Disrepute.

APROPOS of the agitation lately waged by certain textile trade factors seeking to abolish the term "shoddy," the following expression from the Manchester Textile Mercury might be read with interest.

The subject of finding a new name for "shoddy"—a task of no extreme difficulty in itself—was revived the other day. Names are easy to coin but difficult to establish in currency, and before attempting new ones it is well to make sure of the facts in the case. What is shoddy The manufacturer has no doubt and has his answers pat. Shoddy means to him the longer fibre recovered from the disintegration of woolen cloth; in other words, his shoddy is good, serviceable stuff.

To the person in the street shoddy does not mean the same thing. The shoddy against which the consumer rails is not good stuff at all, but rubbish; false goods which attract the purchaser only to ensnare him; trash of any kind, irrespective of its origin, composition, or manufacture; articles of a fair outward aspect that are not worth the money paid for them.

No vendor of textiles to the general public would label his goods as shoddy, being too well aware of the double meaning. He is more likely to call his fabrics by a non-committal name—tweeds, pilots, meltons, or cheviots, for instance. The woolen manufacturer's shoddy is not sold as shoddy, and does not get called by that name unless the purchaser feels that he has been deluded in buying it. There has to be some one name to denote a bad bargain, and the choice has descended upon shoddy, a term that will hold the field until it has been exterminated by another of a more opprobrious sound.

It is impossible for the present to sterilize that word and purge it of the objectionable associations. and hence arises the question of abolishing the ambiguous term from all trade use. Perhaps if the name were left long enough disused it would perish and lose its association with woolens and with rags. Necessarily the name must be a long time in dying, but it is one that the trade can quite well do without, and is not too fond of using. The more polite name for the article is the generic one of waste, and although there are traders unabashedly calling themselves shoddy manufacturers, they are rag pullers, not makers of cloth. It is conceivable that the retention of an inelegant and ineuphonious name does something to perpetuate the confusion between good shoddy and fraudulent goods? If so, they can have no compensating advantage for clinging to it, and they could rationally be asked to find some inoffensive substitute for it.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXIX. TORONTO, NOVEMBER, 1917 No. 11

CANADA'S VICTORY LOAN

CANADA is about to call for another War Loan. Every dry goods retailer should make up his mind that he is going to have a more or less large block of the bonds. Our present favorable trade balance must be maintained, a market for our food products must be provided; our munition factories must continue to receive orders from Great Britain and our Allies. All this is admittedly essential, but can only be accomplished by Canada and the Canadian people providing the funds. Canada must be prepared to grant credit to this extent as Great Britain can obtain this credit elsewhere if we do not supply it and the result of the stoppage of war orders and wheat orders would be disastrous to the entire trade of the country and more particularly to the dry goods dealer in the face of the high prices he is compelled to ask his customers.

Elsewhere in this issue there is an article urging the necessity of collecting accounts at this particular time. Every merchant who does a credit business has a number of slow pay accounts that could be collected if a little pressure were exerted. Exert this pressure now and let every dollar so gained be reinvested in war loan bonds.

Apart from patriotic reasons, apart from the necessity of keeping Canadian business wheels moving, there is the added incentive of getting a gilt edge investment for your money that will not deteriorate even if prices on dry goods do drop. A nice block of Government bonds tucked away in the vault may well prove a veritable God-send in the uncertain days that are ahead when the war is over and the country is adjusting itself to new conditions.

Another feature of this investment is that the money is always available. If you do not wish to sell, these bonds are excellent material for collateral when requiring some further advances from your bank.

* * *

JUST five weeks of Christmas business. Are your plans all made to beat your previous record?

MORE SHELL ORDERS

CANADIAN merchants can indeed congratulate themselves over the good news, given elsewhere in this issue, that the United States Government is placing large shell orders with Canadian manufacturers. The effect of this will be noticed in every branch of the trade and there is every reason to expect a period of still more prosperous conditions for the next year than have existed for the past two. These orders amounting to $50,000,000 at the present, combined with knit goods and textile orders of at least $10,000,000 together with the reaping of a crop that will represent the greatest cash value ever realized from Canadian farms, simply cannot help but mean abundance of money for every individual in the country to spend, and every dry goods merchant is going to get his share. We feel that for once we can safely enthuse about business prospects for the coming winter.

EDITORIAL BRIEFS

REMEMBER the date—November 12.

* * *

THE money invested in Canada's Victory Loan will be spent in Canada.

* * *

RECIPROCITY?—What better form exists than lending your money to your country, getting interest on your investment and having the money loaned spent in Canada?

* * *

THE financial stability of the whole world rests upon the cause of the Allies. Is it not, therefore, good business to strengthen that cause financially in order to uphold our institutions? Buy Victory Loan bonds —therein lies the "bit" that you can do now.

* * *

INVESTING the money you collect from those old accounts results in three-fold benefits. The customer who has put you off so long becomes your friend once more, you get splendid interest on your investment, and the money you invest will be spent in Canada, which means that you will again cash in on your share.

MEN'S WEAR SECTION

SWISS SILKS SCARCE

Fortunately U.S. Neckwear Silks Have Much Improved — Many Lines Intended for Christmas Delivery Not Yet to Hand.

THE holidays are already in the air. Neckwear salesmen are out with some of their Christmas ranges, though new numbers will be added almost daily from now perhaps until a fortnight before Christmas Day. Manufacturers, indeed, are rushing out samples as they receive the goods from which the cravats may be made.

Deliveries of silk have, of course, been



A bright satin cravat which is proving a big seller. Shown by William Milne.

far from satisfactory. Conditions considered, they have not been as bad, perhaps, as was expected, but it has indeed been a trying time for makers. Samples would come along, but the silk did not follow and a perfectly splendid holiday number has time and again been necessarily held over.

Swiss Silks Scarce in 1918

It begins to be evident that Swiss silks will be very much scarcer in 1918 than they have been in 1917; and if the truth must be told, a good deal of silk which this year passed for Swiss first saw the light of day in Paterson, N.J. Deliveries from Switzerland are wretchedly slow. Labor difficulties there are very great, and seem to be increasingly so all the time.

The hope of manufacturers seems to be that silk long on order will be delivered. The wish of the English Government to have all possible goods exported, in order to keep the balance of trade in as healthy a state as possible, will help here. Swiss silk comes largely through England, and it seems reasonably sure that all which can be sent on will be despatched. One point in its favor is that it takes very little shipping space.

Christmas Silk Not Yet Here

Deliveries are so far behind, in some cases, as to make the goods entirely unseasonable. One Canadian maker, for instance, is recently in receipt of swatches of Swiss silk intended for the coming holiday season. The silk itself, of course, will not come through in time to be sold—unless the unusual occurs. If the silk doesn't arrive until after the Christmas season the intention is to sell all suitable patterns for Spring, 1918, and to keep the regular Christmas patterns for the 1918 holiday time. In these late deliveries, as has been indicated, lies a good part of the hope for adequate supplies of Swiss silk during the coming year.

The Cheering But

But—fortunately there is a good sized but—even if deliveries of silk from Switzerland are inadequate the situation will not be bad. Since the war broke out United States manufacturers have had a great opportunity to improve their product, and greatly they have arisen to the opportunity. Some of the United States mills, indeed, are hoping to be able after the war to hold the Swiss silks and the Italians off the Canadian and United States market to a very considerable extent—to hold these silks off by the merit of their own product. It is doubtful if this aim will be entirely achieved, but cerainly it does seem that from now on United States neckwear silk will be more widely sold in Canada; and will be held generally in higher regard. The product deserves this regard.

UNDERWEAR HOLDS

Keen Demand for Underwear to Equip United States Forces Has Made a Very Active Market—Very Little Obtainable From Mills Now

UNDERWEAR.—There is a very firm situation in the market for underwear, as the big demand to equip the forces of the United States has kept the mills busy in that country and has even given business to Canadian mills. Canadian mills in consequence are working to capacity, some of them having three shifts and running a full twenty-four-hour day. Representatives of manufacturers have been offering only in limited quantities to the domestic trade, as their capacity is pretty well booked up. The prospect for future cotton underwear is not encouraging so far as prices are concerned. With a steadily upward trend to the raw cotton market, manufacturers can see nothing ahead but a continued upward trend in prices. Placing orders for Spring delivery, 1918, carried a big advance, but the raw cotton market was not anywhere near present figures. The fact that the British Government is now requiring that any cloth manufactured for the domestic trade must contain 40 per cent. cotton is throwing a heavier demand on that commodity. With a lower crop prospect than was at one time anticipated for raw cotton and the increased demand there is no intimation that any easier conditions can be looked for until some distant date.

Raw Cotton Climbing

On September 13 the price of spot middling uplands cotton in the New York market was 21.8c per pound. Starting from that point, there was a steadily upward trend, due to the lower estimate of yield by the United States Government report until on October 18 the price had reached 28.65c per pound. This is a clear gain of approximately 7c per pound. This represents a gain of $35 per bale of 500 pounds in the price of cotton. In other words, the cost of cotton has increased about 33 1/3 per cent. during the month. There are those who are looking for even higher prices in view of the conditions and there is no telling to what heights prices may go. Concerns who were cov-

ered on their purchases of cotton goods when the cotton market was a little more favorable than at present will undoubtedly consider themselves lucky.

MAY GO HIGHER

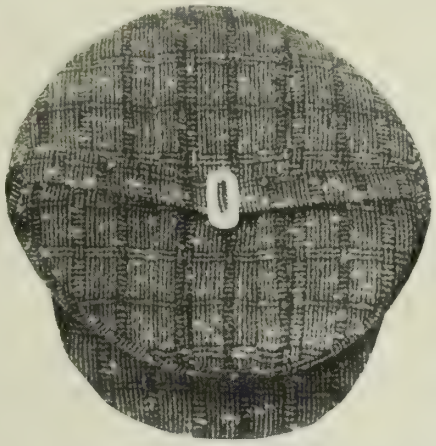
Wholesalers Anticipate That Considerably Higher Prices Will Prevail by the Turn of New Year—Two Leading English Producers No Longer Offering

WATERPROOFS.—Some shipments of waterproof coats from England are reported to have reached the local market during the month, and dealers looked with a great deal of satisfaction on these arrivals. There is a steadily narrowing source of supply in the English market as no less than two manufacturers announced to their Canadian customers during the month that they would be unable to offer any more goods for the time being to the Canadian trade. Difficulties in the way of labor and in getting raw materials is given as the cause. It would seem that present stocks of English goods must be made to answer for some time. Wholesalers have not advanced their prices in conformity with the higher prices of the manufacturers but state that an advance of approximately 20 per cent. is contemplated about the first of the year. With the dwindling source of supply wholesalers are contemplating the reduction of their selling staffs. One concern stated that whereas they have had nine travelers on the road in different parts of Canada they would soon have only three. They purpose revising their method of doing business by calling only on the larger accounts. With transportation anything but satisfactory, much time is often lost by travelers in waiting at small towns where sales are rather meagre at the best. Paramatta rubber coats are reported in good demand, with a growing popularity reported for the tweed waterproof. These latter are stated to be used in many instances as an overcoat and also as a rainproof coat.

STRAWS HIGHER

Booking Business for Spring Shipment Has Not Been Up to Last Year—Conscription Is Having Retarding Effect

HATS AND CAPS.—An advance of approximately 6 per cent. has been made in a number of Sennitt boater straw hats. This higher price is in accordance with intimations made in these columns recently with respect to straws. In some instances, on the other hand, Panama hats show a decline of $1 per dozen, making the selling price for the lower grade hat of Canadian manufacture now $18 per dozen. Indications seem to point to a good Panama season. Cheap Canton straws have also been advanced approximately the same amount as the boaters. Difficulty in getting the Chinese braid owing to the shipping situation is the factor that has caused higher prices. There are good stocks of cheap Mexican straws in the market and these will possibly be used more than Canton straws during the coming year. In felt hats there has been no further change in price during the month. Wholesalers report they have just received the last of their shipments for Fall delivery. Deliveries of these hats have been late, but the condition has been beyond the control of the distributors. Deliveries from the factories to the shipping companies in England are excellent and all that could be desired but after they are given into the care of the transportation companies delays have been occasioned. These hats come through in batches, presumably in convoys. Some shipments of hats for Spring delivery are now on the way, but



One of the new "Trench" models. Shown by the Cooper Cap Co., Toronto.

no information has been received as to when they are likely to arrive.

Caps Moving Well

There has been a fair movement in caps during the month. Orders have been as big as in past seasons, although the actual number of caps does not total quite as many. A strong run is reported in certain quarters on greens with one-piece crown. There is no relief in sight toward lower prices on either hats or caps and wholesalers anticipate the market will be one of steady firmness with a tendency to advancing prices.

OVERALLS WENT UP

Higher Prices Announced By Manufacturers Last Month Have Been Put Into Effect—Raw Materials Make Further Advances

OVERALLS.—With higher prices in cotton fabrics than ever before, at least since war conditions prevailed, there has been greater firmness in the market for overalls. The advance announced in one quarter last month as scheduled to take place in October has been put into effect and prices are now from $22 to $22.50 per dozen. Where the higher quotation was made an advance was put into effect of $2 per dozen by the firm in question.

A line of grey overalls that formerly sold for $17.50 has been advanced to $19.50. Another concern that had been quoting at $17.50 and $19 per dozen last month has advanced the price on the lower-priced line to $18.50 and state that they are taking no further orders at that price as the capacity of their plant is sold up in so far as they care to obligate themselves into the future. The higher-priced line has been advanced to $22. Owing to the decidedly higher trend to the raw cotton market during the month the price of some of the standard materials has been advanced ½c per yard which means an additional manufacturing cost of practically 50c per dozen.

Sorting orders on overalls during the month have been reported good. There has been a disposition in certain quarters to cancel orders and manufacturers point out that this is a condition of which the retailer needs to recognize the seriousness. He orders freely and the manufacturer buys stock to protect these orders. If the whim of the retailer later leads him to cancel his order it leaves the manufacturer with the stock on his hands.

BOOKING GOOD

Manufacturers Having No Difficulty in Getting Orders for Any Goods They May Have—Difficulty Continues in Getting Hides

GLOVES.—Manufacturers of fine leather gloves and working gloves report the booking for Spring delivery has been very satisfactory. Canadian manufacturers who tan their own leathers state that some classes of hide are very hard to get, the African source of supply for goat skins being practically shut off at present. A considerable number of hides are coming forward from South America. Indian hides are also unobtainable, for the reason that shipping space is not available. Prices of gloves remained unchanged since last report. A recent development in the Canadian glove trade has been the establishment at London, Ont., of a factory for the manufacture of men's chamoisette and silk gloves. Equipment has recently been put in operation there for the manufacture of chamoisette cloth. This cloth is manufactured from a high grade cotton thread which is processed to give it the chamois effect. Orders will soon be taken for these gloves from the manufacturers to the jobbing trade. The manufacturers of gloves do not anticipate that fine leather gloves will ever reach the low level at which they formerly sold.

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SALESMEN are not employed to call on Dealers. Jobbers do not handle Brotherhoods. These are middlemen that add to the cost of placing overalls on your shelves. These costs are eliminated and we advise dealers to get our overall proposition and save money for themselves.

BROTHERHOOD Overalls are made to wear and wear well. The stitching and materials are the best obtainable; the dyes are "fast colors."

Brotherhood Line—Always complete. All Styles and Sizes in Stock.



Look for the Brotherhood Button

WRITE US TO-DAY FOR OUR SALES PLAN. IT MEANS MONEY FOR YOU.

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GOOD TAILORING IS LABOUR LOST IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM.

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

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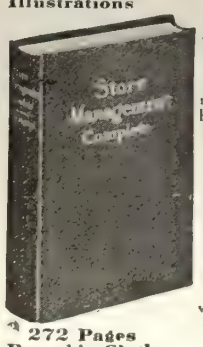
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NOVEMBER

S	M	T	W	T	F	S

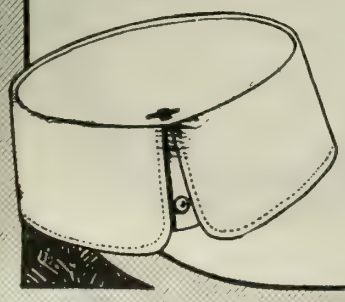
Rain, Sleet, Snow

Real November weather is strong with arguments for Arlington Cleanable Collars. Nearly every day there's a different brand of nasty, collar-soiling weather. Rain, snow, sleet, with an odd gale or so thrown in have no mercy on linen collars.

But the man who's wise to collars and wears an Arlington—he doesn't worry about mean weather. So long as he's within reach of soap and water he knows he can have a spotlessly clean "linen-to-all-appearances" collar whenever he wishes it.

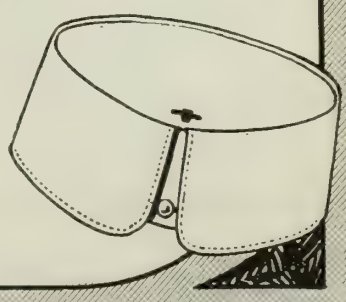
Practically every man is up against the clean collar problem during November, therefore November will show big sales of Arlington Cleanable Collars. Get after your collar-troubled men, with the good, sound "Arlington" arguments that you know to be true,—won't spot, won't wilt, cleaned in a jiffy, look just like linen, economical.

"Arlingtons," remember, come in several grades at several prices.



Representatives:

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co.
8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block
Winnipeg

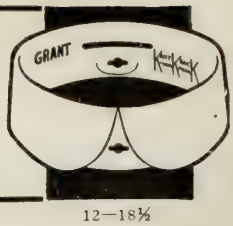


The Arlington Company of Canada, Limited
56 Fraser Avenue - TORONTO



13—17

Play up Economy



12—18½

Just now every man's thoughts are turned to conservation and economy. It has become a patriotic duty to save by buying economically. Turn this circumstance to advantage and added sales of KANTKRACK Collars.

KANT KRACK
TRADE MARK COATED REGISTERED LINEN
COLLARS

Only One Grade

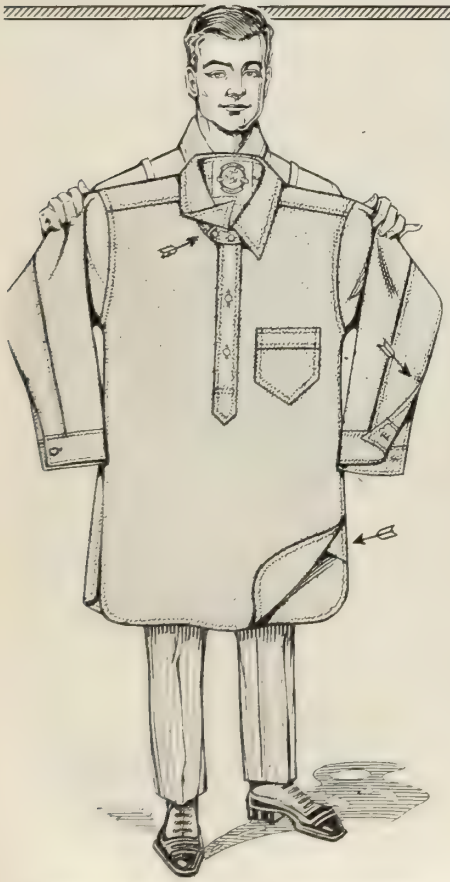
Made in Canada

Play up the economy of KANTKRACK Collars which, although like linen in appearance and dressiness, never go to the laundry and yet are always clean and neat. KANTKRACKS, too, wear longer than linen collars.

We manufacture for Canada the Onli-Wa Tie Holder, a neat device which displays Men's Ties in more convenient and attractive form. Helps sales wonderfully.

The Parsons and Parsons Canadian Company

HAMILTON, CANADA



Made in Canada in our own workshop.

He won't come back if the shirt is too tight

Sell a man a work shirt that is tight under the arms, or across the back, and is uncomfortable to work in, and he won't come back to argue the matter with you. He'll just quit you and buy elsewhere.

Make sure he'll come back. Supply him an Arm and Hammer Brand Work Shirt which he'll find extra generous in size—no tightness anywhere, no extra strain on seams or fabric—more comfortable—wears longer.

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J·A·HAUGH MFG. CO. LTD.

They have other features just as valuable.

J. A. Haugh Manufacturing Company

658 King Street West, Toronto

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

"THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

for November At All News Dealers **15c.**

DRESS FABRICS AND SILKS

THE HISTORY OF VELVETEEN

Is Familiar to Few, but is Extremely Interesting — Much Hand-work and Expert Knowledge Required for This Highly Specialized Industry—Velveteen is a Fashionable Fabric This Season.

COMPARATIVELY few people are aware of the intricate and laborious processes through which many materials pass before they reach the finished state in which we see them every day. One of the most interesting industries, and one which is known to few people in this country, is the manufacture of velveteen, a fabric which has been used for practically every type of outer garment for women and children. Men, too, are familiar with it for overcoat collars and other purposes, and will probably renew acquaintances this season when they behold their wives gowned in suits and cloaks fashioned out of it.

From Ancient China

The manufacture of cotton velvets is one of extreme antiquity. There are in existence specimens of cotton velvets manufactured by the Chinese, probably as far back as 2,000 B.C. These people preserved the secrets of their textile arts so well that it was not until after many centuries, but still long before the Christian era, that the process found its way into Persia, Babylonia, Assyria and Palestine. The way in which this ancient art slowly travelled over that central Asian plateau (then probably a well settled civilized area), moved around the Mediterranean, up through Spain, Italy, France, Flanders and over into England provides a fascinating and romantic story. Its relation to commerce, education and religion is important, and covers that wonderful period of history up to the sixteenth century. A writer in the early sixteenth century states that for fifty years Venice had derived a large revenue from the production of satins and velvets, and that they were made "in a way totally unknown to the ancients," which indicates how an industry, like gossip, changes, evolves, as it is passed on.

To England in the 16th Century

Political and religious troubles in the Netherlands during the sixteenth century forced many of the skilled workmen to settle in England, and thus began the industry there. The earliest reference to velvets in England may, however, be found in inventories and old documents early in the fourteenth century, but of the technique of these we have no records. The real velvet product as we know it was not attempted until possibly the fifteenth century, but the sixteenth century marks the beginning of the production of cotton velvet as a recognized industry in England. Manchester and then Lancashire were the first centres of the work. As the process developed, and as the production became of finer quality, the dawn of the present demand began in the middle of the nineteenth century. The successful imitation of silk velvets which has been developed during the latter part of the last century marks an important period in the improvement of the cotton pile fabric, produced as it now is with fast dye, silkiness and rich finish.

To-day, Manchester is the centre of cotton velvet production. Let us consider more particularly the quality of its velveteen, which before the war retailed at 50 cents a yard (to-day it is in the neighborhood of a dollar). This fabric is made from high-grade American and first-class Egyptian cottons—the one gives the silky appearance characteristic of this quality and the other provides the necessary strength. Both cottons must be high grade in order to be spun with regularity and to overcome the various weaving faults which are inherent with pile fabrics.



IN A MANCHESTER FACTORY

Operators walk many miles a day in cutting the "tunnels" of velveteen.

Skilled Hand-Work Required

The first process after weaving is stiffening the cloth in order to impart a rigidity to it and a sharp cutting edge to the pile fibres. These pile fibres are overlapped in the process of weaving, so that they form a series of longitudinal tunnels down which the cutting knife is forced. The action of cutting lifts up the keystone of the tunnel, so to speak, and leaves the walls standing. The method by which this is done is shown in the illustration, and is perhaps the most surprising of the whole industry. The operators shown in the picture walk along with knives, of which the cutting edge is uppermost. The knives are preceded by fine wire guides, which open up the tunnel and permit the knife to cut through the top.

According to the fineness of the fabric, the tunnels may number several hundred in the normal width goods (about 22 inches). Of course, they are almost invisible.

Machines Incompetent as Yet

This cutting process is still largely a hand industry. Machines have been produced which can do the work, but on account of the great variation in the number and size of these tunnels, due to the different qualities required for the various markets, a machine cannot be easily adjusted to all the varying grades of fineness. It seems unlikely that the human hand will be replaced for some time to come in this work where a delicate touch and a firm wrist are first necessities. It is estimated that the operators walk a distance of about eighteen miles a day in the cutting of the velvet under consideration.

After the pile is cut, the cloth is cleared of impurities by boiling and the tunnel walls are brushed up, so that a pile is produced, this again mostly by hand; then the irregularities are burnt off.

The numerous processes of preparing the pile—the bleaching of the cloth in order to have the color evenly distributed when the piece comes to be dyed, the various stages of dyeing, the waxing and polishing in order to obtain the bright finish—all combine to make about twenty different processes before the article is ready to be folded, put into boxes, ticketed and exported.

It is remarkable that specialization has been able to run to such a length, utilizing all these intricate processes, and yet the product is saleable at a fairly modest price.

War Has Made Inroads

In the industry expert knowledge is required in the weaving, dyeing, and in the pile-cutting, but with the requirements of the military authorities for our great armies many of the younger expert men engaged in these departments have been called out and the consequence is that experts cannot be spared to give the full and proper amount of instruction to the female labor taken on. Fine qualities produced under these conditions, it is only reasonable to judge, must command a considerably higher price than in normal times. The difficulties in the way will serve, of course, to make the material better appreciated, particularly this season, when the world's most renowned designers are using velveteen for many of their most cherished models.

The word "velours" is rather confusing this year, it having been applied to a number of wool materials which are not pile fabrics. The word is applied because of the smooth "velvety" surface of these goods since "velours" is the French word for velvet. The fact that the French do not pronounce the final "s" has led to the frequent spelling of the word in English without the "s." The original correct word is, however, velours.

RUSTLE OF SPRING SILKS

Poplins and Foulards Lead With Many Followers — Colors Cheery But Not Glaring—Spot and Allover Patterns Favored—Much Metallic Splendor For Winter.

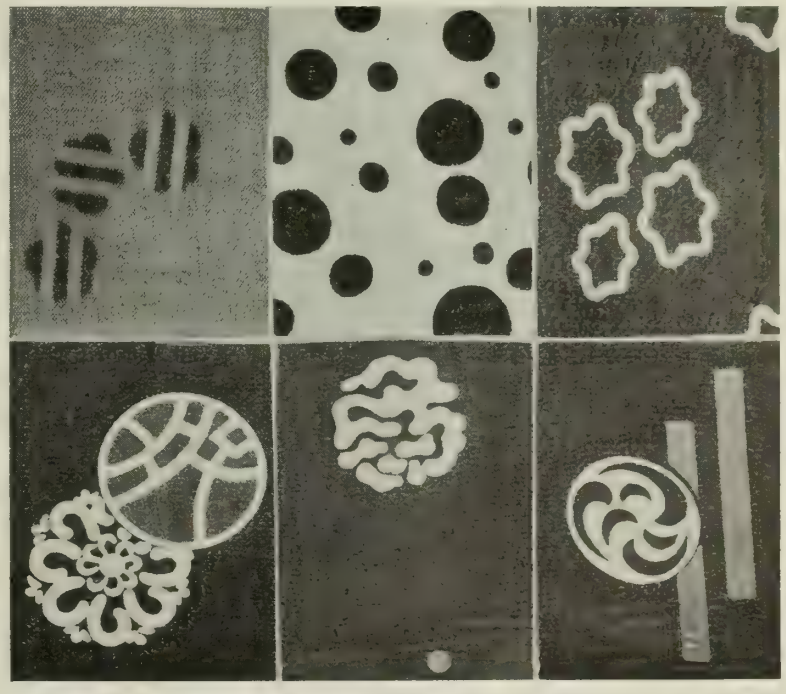
IN the realm of silks interest in Spring prospects has revived slightly during the past month. Not that supplies or prices are any easier, nor that mills are offering any hopes—for they aren't. There is just the fact that demands from the base—that is the public—keep up and prices are being paid for good qualities. With the eagerness of these customers, buyers and wholesalers are a little more interested in Spring goods than they were a month ago.

Despite the serious looks of the mills as to their incapacity to cope with Spring demands at possible prices, silk houses go seriously on, talking silks for next year and anticipating big business with fair profits. There are two fabrics that almost cause excitement when one enquires whether they are to be "good" next season. One is silk poplins. These are promised a big run. "They have been forced upon us and now the people are clamoring for them. Those who bought poplins before will buy them again," said one of the leading wholesalers, "because they give satisfaction. All that is needed is an occasional ironing and their youth is renewed like the eagle's. This of course applies to the better qualities of silk and wool mixtures or where the proportion of cotton filling is not too great. A poplin which retails at $1.50 or more will be the most satisfactory. Cheaper grades wear quickly and crush easily." These poplins will be used in plain and fancy colorings for dresses, skirts, suits and light coats.

Foulards to Have a Run

Of equal importance with poplins, judging by the interest spreading throughout the trade, will be, as we have intimated in these columns in previous issues, various types of foulards. It appears as if almost every type of Summer silk which bears any pattern remotely resembling those medium-sized, printed spot motifs with which we are familiar is to go by the name of foulard and be fashionable. This of course is quite permissible, since foulard is indefinitely defined as being "a soft, light fabric made for printing or piece-dyeing, largely made in 2 and 2 twill, as well as in other weaves." It is expected that geometrical designs will be given some place again, but in smaller and new forms from those featured this year. Dots, dashes, rings, interlaced circles, cubes, Chinese, Persian, Russian and Egyptian effects, and combinations of two or even three of these into one pattern will be seen, but always exhibit-

(Continued on page 39.)



PRINTED SILKS FOR SPRING.

Top row: Foulard silks. Left: New "heather" shade—deep old rose—with white spot; shamroc gkreen bars. Middle: Same colorings, small dot is green. Right: Slate grey ground, blue and white coin spot; all white fancy spot.

Lower row: Silk and cotton mixtures called "chiffons," really fine tussahs; foulard patterns. Left: Bluebird blue and white. Middle: Black and white; ½-in. invisible white satin stripe. Right: Cerise and green spots, olive ground. Designs reduced one-third. Shown by Bell, Campbell & Co.



"We don't need a Taxi, we have our 'Cravenettes'"

Cravenette (Regd.)

means *protection* against showers and dampness.

"CRAVENETTE" does *not* mean a particular garment or pattern of cloth. It *does* mean a cloth which has been made SHOWERPROOF by the Cravenette Company, and bears the "CRAVENETTE" stamp, *or* a garment made-up from such cloth. You can get "CRAVENETTE" COATS ready for wear, or you can buy "CRAVENETTE" by the yard, as you prefer, in a great variety of weaves suitable for Ladies' and Children's wear, and also for Gentlemen's wear.

YOU CAN BE ASSURED AGAINST IMITATIONS IF YOU SEE THE "CRAVENETTE" STAMP AS SHOWN BELOW:

The CRAVENETTE CO., Limited, affix their stamp only to such goods as are suitable in quality for Shower-proof purposes.

REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co LTD

Facsimile of Stamp

Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality of the Material.

"CRAVENETTE"

FABRICS in great variety in black and colours, and ready-to-wear COATS in tasteful and fashionable styles, are readily obtainable

From All LEADING WAREHOUSEMEN.

If any difficulty in obtaining "CRAVENETTE" please write to

THE CRAVENETTE COMPANY, LIMITED

(Dept. 6) **Well Street, Bradford, Eng.**

A splendid assortment of attractive Show Cards for Window and Counter display can be obtained free of all charge on application.

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PINE TREE SILK MILLS PHILADELPHIA
TRADE MARK REGISTERED

IN DEMAND NOW

Wool Jersey Cloth
Wool Velour Cloth

Both 54 inches wide. Will cut in any desired quantity.

Wash Satins

36 inches wide, $1.37½ yard. Terms 2/10/60.
Colors: White, Ivory, Flesh, Pink, Lavender

An Exceptional Value

Pine Tree Silk Mills Co.

PHILADELPHIA

New York Salesrooms—285 4th Avenue

TRADE
D J A
MARK

YOU CAN SELL WITH CONFIDENCE IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

Practically Everything in Cotton

including Prints, Crepes, Galateas, Shirtings, Ducks, Curtain Scrims, Drills, Cotton Blankets, Quilts, Bed Spreads, Bureau Covers, Sheets and Sheeting, Pillow Cotton, Long Cloths, Cambrics, Art Tickings, White and Gray Cottons, Towels and Towellings, Bags, Yarns, Twines and Rugs.



Dominion Textile Company, Limited

Montreal . Toronto Winnipeg

Warehouses: 48-50 MARGARET STREET, LONDON, W. C, ENG. City Warehouse: 14 Old Change, London, E.C., Eng.

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NEW YORK
CAPE TOWN

R. G. MAXWELL & CO., *Manufacturers*

HAWICK, SCOTLAND & LONDON, ENGLAND

Cables: Goufbaa, Wesdo, London.
Telephones: Museum 2803-2804 Bank 8276.
A.B.C. Code, 5th Edition.

We specialize for the Ladies' trade only, with the latest novelties in Costume and mantle cloths.

We also make large quantities of our own Standard qualities for stock, comprising piece-dyed Cheviots, Harris, Donegal and Homespun mixture effects.

Also mantle cloths in mixtures and piece dyes, Blanket and Velour finish, various weights and qualities, so that customers can have good deliveries by return.

WE GIVE SPECIAL ATTENTION TO THE SHIPPING TRADE.

R. G. MAXWELL & CO.
48-50 MARGARET STREET, LONDON, W. C., ENGLAND
No agent in Canada. All communications to be addressed to 48-50 Margaret St., London, W. C.

LES SUCCESSEURS DE

Albert Godde, Bedin & Cie

PARIS TARARE LYONS

Manufacturers of

Georgette Crepes, Crepes de Chine, Chiffons, Ninons and Novelties

The A.G.B. Fabrics

on yellow boards only.



Stock always on hand at our Canadian Warehouse:

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ABSOLUTELY GUARANTEED BEST

Buy direct from the Manufacturer

The Guarantee TRADE PACIFIC MARK *of Excellence*

PROMPT DELIVERIES

Serpentine Crêpe

After years of constant effort to supply the requirements of the trade for Serpentine Crepe, we are happy to announce that we have increased and improved our facilities for weaving, dyeing and printing Serpentine Crepe, to such an extent that we believe we are justified in stating that, for the present, we shall be able to fill all orders for this famous fabric on desired dates.

RETAILERS

who may be having trouble in securing particular styles or colorings of Serpentine Crepe are invited to write us, and we will endeavor to see that the goods are promptly supplied through some jobber who has them in stock.

PACIFIC MILLS

LAWRENCE, MASS. **DOVER, N.H.** **COLUMBIA, S.C.**

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Voile de Chine

The favourite fabric of the moment — a wide voile of all British Manufacture.

Voile de Chine is a new, radiant, dark, silky fabric, in rich tones and distinctive bold designs—and it will be irresistible as an autumn and winter novelty.

Ask to see the range of designs your own jobber holds, or in case of difficulty write to us for list of Canadian wholesale houses stocking Voile de Chine.

The Calico Printers Association Ltd

Advt. Dept., St. James' Buildings, Manchester, Eng.


Your Husband's Wife
Himself and your children should all wear Lista Pure Silks. They are delightfully soft, wash splendidly, are very durable and British built.
LISTA PURE SILK
Manufactured and :: Guaranteed by :: LISTER & Co., Ltd. Old Change, E.C. (Wholesale only).

KNITTED GOODS

HEAVY BUSINESS PLACED BY U. S. GOVERNMENT

Many Mills Booked up for Months Ahead—Jobbers Also Getting a Share of This Business—Underwear, Sox and Gloves Principal Lines — Sweater Orders Also Expected by the Mills—Probable Effect Will be Scarcity and Higher Prices in Nearly all Lines of Knit Goods

CANADIAN knitting mills are humming with the sound of machinery being worked to its limit. Orders have been pouring in from the United States Government until many mills have sold their entire output for the next six or seven months. One prominent underwear manufacturer told DRY GOODS REVIEW that he did not care whether or not he sold one dozen underwear to the domestic trade from now until next September. "Nevertheless," he added, "we will not neglect our local trade although we really do not need it to keep our machines working until that time."

Domestic Spring Placing Limited

Most of the mill managers refer to this business as more or less of a God-send. It is notorious that the retail trade did not go after Spring underwear in a very enthusiastic manner. Many felt that the mills were unjustified in the high prices asked, others noticed the drop in cotton that occurred a couple of months ago and listened to the talk of those on the bear side of the market, and were sure that cotton would reach a 15c level.

DRY GOODS REVIEW has felt that retailers who took this attitude and neglected to cover their certain requirements were laying up trouble for themselves. The developments of the last couple of weeks have borne out the wisdom of this advice. Cotton is rioting up within a few points of 30c, and many men can be found who are predicting a 40c price. On the top of this the business placed by the American Government is going to make sorting requirements almost unprocurable as soon as the jobbers' stocks become at all depleted.

Present Prices Below Market Values

Mill men claim that present prices are based on a 20c to 22c cotton and are entirely out of line with present raw cotton prices. Most of them however state that they do not expect that prices will be increased for the present, as nearly all mills are well covered with cotton yarn bought before the latest rise. DRY GOODS REVIEW was told on what appears to be excellent authority that the Eaton Co. recently bought 1,000,000 pounds of cotton yarn just before the last advance. This is mentioned here as an indication of how this firm, with its agents and sources of information scattered over the globe, considers the cotton situation. It is also known in the trade that the large mills, such as Penman's, have bought very heavily. It may safely be assumed, then, that all these concerns who made it their business to be sure rather than sorry have decided that cotton is going to keep on climbing,



A PULL-OVER STYLE.

One of the popular pull-over styles of sweater that are taking well. Made by R. G. Long & Co., Toronto.

and that no lower prices—peace or no peace—may be expected for at least a year.

Specifications of War Office

As has been stated, the Spring placing business being below normal, the larger mills were glad to get their hands on portions of the orders that the United States Government has been dispensing freely. The class of garment called for in the specifications is worthy of note. All undershirts are to be made without buttons, being adapted to pull over the head. The drawers are made without belt loops, and are short-waisted, with deep lacing at the back. This is in order to adapt them to the army regulations requiring all "Sammies" to abandon their suspenders and wear belts only. The specifications also call for a fine rib, closely resembling lines known to the trade as spring needle. The yarns used must be about 60 per cent. mixed worsted and cotton and 40 per cent. straight cotton. The garment as thus produced makes a very fine-looking and feeling article, but most knitting mill men believe that it is possible a mistake is being made in not adopting the lines of heavy rib, so popular in Canada, and which have proved their value under such conditions as exist in trench life.

Wholesalers Also Get Business

United States Government buyers have also been visiting Canadian wholesalers and jobbers, and have bought all that this trade would supply them in certain lines of underwear. The lines picked up by these buyers were almost exclusively flat or Scotch knit, and this gave rise to the report that this would be the class demanded from the mills. This, however, has proved to be incorrect. At least eight of the larger Canadian mills have accepted orders of this nature. The total volume of business must be immense, and including what is being purchased in socks and gloves, must run close to $10,000,000.

Canadian Mills Receive Sock Orders

The socks that have been contracted for are a ribbed worsted line that must contain 60 per cent. wool. The principal reason that Canadian mills received immediate preference in this line lies in the fact that but few of the American mills are equipped with knitting machines that will knit hose of this character. The machine required has from 140 to 170 needles, whereas the American mills, having but little demand for a coarse grade of hosiery, are nearly all equipped with machines of 240 needles or finer, these being the class of machine that are required to make cashmere and cotton hosiery.

French Government Also in Canadian Market

The French Government, acting through the Hudson's Bay Knitting Co., have also been heavy buyers of Canadian socks during the last two months. Practically every wholesaler was visited and all lines of heavy socks that could be procured at $4 or under were picked up. This seems to have been a good thing from the viewpoint of the wholesale trade, as nearly all were badly overstocked with this class of goods. It is supposed that the cessation of practically all railroad construction and similar work has much to do with the falling off in the domestic demand for this class of goods, but whatever the reason, the retailers were not keen buyers of these lines for Fall.

Bound to Cause Some Shortage

Asked as to the effect upon domestic supplies and prices, DRY GOODS REVIEW was met with the statement that the retailers must have plenty of stock, as they were not buying. There seems little doubt, however, that shortage is bound to occur in some lines, as mills working on large Government contracts will not consider putting through small sorting orders. All mills, however, desire to assure the trade that orders placed ahead for Spring purchases will be filled on time.

Sweaters in High Colors

The sweater trade seems to have been very good for Fall in so far as women's lines are concerned. Men's sweaters have been slow. In the ladies' goods, high colors in brush knit and hand-knitted styles, many of the latter being pull-over, have been the sellers. It is claimed that the United States Government will soon be letting contracts for army sweaters. Canadian mills are expecting to get a slice of this business. The style, it is understood, will be a sleeveless pull-over in fine khaki yarn.

A new style in a woman's sweater is being shown in New York. This is a pleated style, similar to a Norfolk, with plain yoke effect, from which the pleats fall. A girdle belt and trimmings of contrasting alpaca in collar, cuffs and tassels give a very pleasing effect.

RUSTLE OF SPRING SILK

(Continued from page 31.)

ing fewer colors in the new design than in those of 1917. Startling things are not ranking high. Polka dots will very probably have big sale and the backgrounds for these, as well as for the other designs mentioned, will run first into navy blues, then into black, browns, taupe, Burgundy, purple, and green with rose and a few lighter tones of the dark shades in third rank.

One of the favorite trimmings for foulard is ribbon in satin, grosgrain or velvet. Some designers have already shown long side sashes, knots, sunflower loops and bustle bows all of very wide ribbons used with foulard.

Some Novelties Out

In addition to these two big lines there will be a good showing of shantungs and the various other weaves of raw silk in plain and novelty effects, also new ideas in crepes and other weaves. One American manufacturer shows 1,000 tones of crepes. Kashmere Kloth is a new offering with a semi-lustre effect, soft and pliable for delicate folding and draping. Khaki-Kool is to be of more subdued colorings next season. Many will be in pastel shades in allover designs rather than in stripes. Ruff-a-Nuff is an outdoor fabric similar to Shantung, in white and plain colors. Amphora is similar, but has irregularity in both warp and woof, giving a new effect. Roshanara crepe is another outdoor silk; it is a heavy crepe of pebble-like finish, closely woven in self-tone stripes, in figured and brocaded designs, in jacquard effects in broad and narrow stripes, and in checks. Mandarin crepe is featured in self-tone designs in all-over effects.

Taffetas Continue

Taffetas show no sign of decline. These with corded silks, failles and gros de Londres will be prominent once more and will be in plain colors as well as fancy stripes and gingham plaids. One of the leading silks firms intimated to DRY GOODS REVIEW that stripes and plaids will be quite "out" for Spring, giving place to the set motifs and all-over patterns. Other houses, however, make mention of them to the extent described above, so that it is very probable stripes and checks will find a certain number of wearers for another season. It is thought that separate skirts especially will utilize tartan plaids with satin lines.

Spring Colors

The colors for early Spring will be chiefly of a dark order. Leaders are said to include smoke, nigger brown and wood shade, bay leaf, prunelle, Bordeaux and Jock, dark navies (those termed on the American Textile Color Card "glory," "flag" and "marine corps") alfalfa (a rich green) also "service corps" green and mouse. Lighter tones of these same shades will be the leaders for later Spring, and will include some old rose again though this shade may not be as strong as it was this year. Greens seem to be promised a little stronger recognition. Champagne is considered very good, also nickel and Quaker grey. There is another blue mentioned also; it is of about the brilliancy of turquoise, but has none of the green tone in it which characterizes turquoise.

Pastel shades will be general, of course, with the exception, perhaps, of sky, which has not been fancied for some time. Saxe and Copenhagen too are said to be falling off even now.

On the whole, the dazzling colors of last year have departed. It is believed that the silk output will meet with much more public approval in both Canada and the United States if it adheres to some extent to the prevailing spirit of lively seriousness. A paradox, is that? Well, the people in the United States are on their way to the war time seriousness prevalent in Canada, and, like us, they are taking to their new duties with a vigor and determination which demands cheer along with it. Hence garments, which are of neither sombre hues nor gay, but which are "sane" and cheerful are the ones which will satisfy the wearers best, and Canadians should therefore be able next year to clothe themselves more to their taste than they were this year.

Make These Your Staple Lines of Hosiery for Boys and Girls

Buster Brown's Stockings for Boys

Built for wear first of all—long-fibre cotton, three-ply heel and toe, double elastic leg, narrowed foot and ankle. Stands the wear better than the mother dare hope.

A handsome stocking, well finished, selling very well at a good profit for the dealer.

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Sizes 5 to 10½, in black and tan.

1 dozen pairs to a box.

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Made to fill a demand similar to the Buster Brown line.

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The ideal stocking for girls. Gives lasting satisfaction in wear and appearance. Profitable to the dealer.

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Largest Hosiery Manufacturers in Canada

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Bathing Suits

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Toronto Office: 33 Melinda Street. Mr. R. Reade Davis, Representative.

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"Merits Your Approval"

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HOSIERY

"Is the management of your affairs in such a way that the value of your possessions is constantly increasing." What are your principal possessions?—your bank account, your stock of merchandise, and your reputation for selling reliable merchandise. Circle-Bar Hosiery for men, women and children, in Cashmere, silk, and cotton, is reliable merchandise, sells quickly at a good profit, and gives your customers satisfaction—thereby increasing in value all your possessions.

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Circle-Bar Knitting Company, Ltd., Kincardine, Ont.

Keep in Condition

Imperial Underwear will help

It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

NOTE THE FIVE FEATURES:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.



Kingston Hosiery Company

Kingston, Ontario

Feature these for Gift Giving

This Christmas more than ever gifts will tend towards "something useful." "Economy in all things," is the slogan of the people and only gifts which will be of real service will be purchased.

Our ***Pullover, Mittens, Link and Link Goods, Toques, Sweaters, Knit Skirts, Bootees, Hoods and Sacques*** provide ideal war-time Christmas gifts, combining as they do, novelty, beauty and usefulness.

First see that your stock is complete and then push these lines vigorously during the gift season.

Louis Schlesinger & Co.

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Mr. J. M. Robertson, Representative

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MADE IN CANADA—ENGLISH & FRENCH METHODS

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Say You Saw It

in

Dry Goods Review



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It pays to handle merchandise that gives immediate and lasting satisfaction to your customers. Your interest and your customer's interests are safely guarded by the "MONARCH-KNIT" trade mark that appears on every pair of our hosiery.

"MONARCH-KNIT" Hosiery is made in silk, mercerized cotton, and cashmere, for Men, Women and Children.

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Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.
Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

Dunnville, Canada

Buy British Yarns

The Albion Mills Co., Ltd.

AND

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"ALL WOOL," "Botany" (*Dry Mule Spun on French System*)

WOOL AND COTTON MIXTURES (*Dry Mule Spun on French and British Systems*)
(In various percentages)

"ALL COTTON"

HOSIERY YARNS

WHITE NATURALS AND COLOURS
To suit all prices of garments and hose.

SINGLES AND FOLDED YARNS

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The Atlantic Mills Co.

ASHTON-UNDER-LYNE, ENG.,

MAKERS OF

ALL CLASSES OF TWO-FOLD LISLE THREAD for GLOVES and HOSE.

FABRICS—GRANDRELLES—MERCERIZED, PLAIN, BLEACHED and DYED two-fold YARNS for SPORTS COATS, etc., also SEWING COTTON THREAD in from ONE TO TEN THOUSAND yards reel in either 2, 3, 4, 6, 9, 12 CORDS, right or reverse TWIST.

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LITTLE COMFORT ABC TRADE MARK HOSE

The Standard *for Good Qualities*

Always Dependable

In A.B.C. Hose, style, fit, quality and workmanship are always maintained. You can always depend on your latest shipment being as thoroughly good in every way as the previous one.

This dependability is good for your business.

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THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.



There's Economy in being Warm

Preach the economy of keeping warm and healthy and so avoid Doctors' bills and loss of earning power. Preach the marked advantages of being protected from Winter's icy blasts by warm, soft Atlantic Wool Underwear.

Preaching economy is good business these days. You try it.

ATLANTIC UNDERWEAR, LIMITED
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It doesn't go back on the shelf

Nine times out of ten when a sales person takes a "Peerless" undergarment from the shelf to show its high qualities to a prospect a sale is made.

There is something about the tailor-finished appearance of a "Peerless" garment that appeals as a garment of rich quality in every way—fit, workmanship and wear.

And "Peerless" garments always "prove up" on acquaintance.

The PEERLESS UNDERWEAR CO., Limited
HAMILTON -:- CANADA

MILLINERY

STYLES OF THE HOUR

Bustle Hat the Newest—Novel Use for Hair Combs — What is Anticipated for Spring and Palm Beach.

THE bustle dress, of course, has to be accompanied by the bustle hat. No other contour gives quite the right finish for that new silhouette. This new little chapeau is of narrow brim, somewhat poke effect in front; low and round of crown and with a wide brim at the back, turned decidedly up leaving a hollow nest for a bunch of filmy tulle, deep loops of ribbon, softly curved ostrich plumes or beds of pretty flowers.

Hairpins For Trimming

Somebody is responsible for a very original idea in trimming for smart tailored hats. The quietude which has reigned in the regions of fancy hair goods was no doubt the source of inspiration; for, behold! this genius has said, "If milady refuses to wear these beautiful tortoise concoctions in her hair, perhaps she will have them on her hat!" One smart black hatter's plush model, sailor style, had a beautiful Spanish filigree tortoise-shell comb piercing right through the side of the crown so that the teeth were obscured. Another velvet model had a similar ornament sitting up jauntily on the front edge of the brim just where there was a sudden curve upwards. Of course only very choice lines are suitable for these high places, but are they not more influential there than reclining on some velvet pillow in a glass case?

Rose and Silver

Of late have appeared many dressy models, both large and small, in the ever-charming combination of rose and silver. The rose is usually velvet, and the silver beautiful lace. Sometimes the addition of a narrow roll of beaver, seal, or mole or a fringe of sable, kolinsky, or fitch is distinctive. The color combination is quite the newest for Autumn teas and afternoon or evening fetes.

The odd color combinations mentioned in previous issues still hold good. Brown and champagne, taupe and champagne, brown and terra cotta, taupe and terra cotta, taupe or mouse and Cuban brown are particularly good.

Cherry and flame colored velvet for crowns or smart turbans are also liked by young girls. All the "patted" velvets are popular—Oriental, hatter's plush, panne and chiffon. Duvetyn too is finding some purchasers in Canada but it has not reached the prominence here which it has in New York.



VELVET EVEN TO HIGHEST PEAK

One of the newest models from Gage Brothers & Company. Black and white velvet with novel high drape of pink velvet.

In trimmings both for Winter and early Spring, feathers are the big item. Pasted feather crowns, especially in mahogany and terra cotta, are said to be selling much more readily than when first brought out for the season 'way back in August. Ostrich in fringe bandeaux, mounts and ornaments is frequent. One new two-tone bandeau, which is a good number in Paris, is of taupe and cherry red. Taupe, purple, brown, cherry red, and a bright blue are the shades selected most frequently in these trimmings. Some novel "feathers" and fringe have been constructed of yarn in imitation of ostrich.

The furry brims, crowns, and bandeaux, of black, clipped, burnt plumage have been selling exceptionally well. They are very suitable for smart tailored hats and for mourning. The beehive turban is strikingly new. It is entirely covered with tiers of short feathers clipped square, in a dull taupe tone. The brim which shows the same tone is made of Angora wool hand-knit and folded.

One of the new offerings for mourning is a set showing hat, jacket-mantilla and bag, made of mourning crepe de Chine and finished with English crepe. There is a triangular fringed bead motif at the centre-front of the hat.

Tulle Coming?

One of the leading milliners believes that quite a desire for tulle, and possibly satin, will develop during the Winter. It is not shown in any quantities yet but it is a good possibility. Black will be favored, but some interesting color tones, including pastels, especially for bustle costume, will be out also. Monkey fur has been talked of in Paris at various times but it seems to be given more favor by Canadian buyers this year than for some time past.

For those who like the metallic idea but are tired of gold and silver laces there are some smart tailored models with crowns, collars, facings, or revers of beautiful black and gold brocades. This idea might be developed in the exquisitely colored French brocades which



Draped turban for the young girl.

are shown this year. If used with due respect to their gorgeousness some very distinctive afternoon hats might be developed and be a real attraction in high class shops.

A few touches which bear a resemblance to flowers are noted. One delicate wreath showed small petals of deep-hued velvet tipped with tinsel; the stems and buds too had a glistening, frosty appearance which did not deaden the underlying colors. Tiny bouquets of roses and other favorite flowers are used occasionally, and also foliage of any color fancied.



A tortoise comb in its new abode. Seen at Eaton's.

Soft and Draped Crowns Continue

Crowns of hats with the exception of the bustle type continue to be large, high and soft. Those profusely draped are liked. One of the latest creations noted showed a wide brim of silver lace with narrow band of green silk velvet and roll of beaver; the crown was of the velvet with its shirrings held in place by white wool stitches; at the summit the velvet was turned in, giving the appearance of a large soft knot—just the way a fluffy chicken turns in its head for the night. Chenille and knitted wool crowns are often chosen.

Odd angles and sharp turns continue in favor, especially if softened by ostrich or fur bandings; so too do the soft crush effects, turned up or turned down edges, tire rolls, and brims rolling directly off the face.

News of Spring

The first whisperings for Spring hint at a continuance of the colors shown this year, but with khaki very strong and perhaps usurping some of the prominence of gold and chartreuse of this year. A glimpse was caught of a very pretty model with soft nigger brown straw facing crown and upper brim of biscuit colored Georgette; trimming was a dainty French floral wreath of many colors. The wide brim turned up at the back and drooped very slightly at the sides. "Brims will turn sharply up in many styles for Spring," said one of the leading wholesale milliners.

Preparations for Palm Beach

The favorite colors for the Palm Beach season are predicted to be serin and heart-of-lettuce yellows (both slightly greenish), turquoise blue, Wedgwood blue, all shades of rose from faintest pink to American Beauty; a great deal of purple, including brilliant red-purple and orchid shades. Combinations of serin and Wedgwood, orchid and champagne, rose and pearl-grey, turquoise and black, and any of the colors mentioned with white or ivory are prospective leaders.

Ostrich will no doubt continue its happy prospects. One novel idea shows the ostrich plumes dipped in a silver lotion which does not detract from the softness and fullness of the flue. Another novelty is rain-proof ostrich, called "cravenetted" ostrich. Sombre metallic effects in all kinds of feather bands are second only to blacks. Coque, used in flat wing effects, always in pairs, and in flat broad bands and any kind of pompom, will be shown.

Grapes, rosebuds, moss roses, and small flowers will again be represented.

Spanish toques, tricornes, sailors, and other familiar shapes will be seen again.

Lisere will have first place again, and Fifth Avenue women who wore velvet in July will, it is prophesied, wear lisere even this month of November, just to keep about them the prospects of a winter in the south.



The bustle idea in hats.

NOTES

A. Cameron, dry goods, St. Stephen, N.B., is dead.

C. Trepannier, dry goods, Ottawa, has sold out.

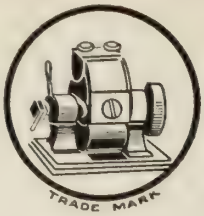
Shaker Bros., dry goods, Trenton, Ont. have dissolved.



A NEW TURBAN

Simplicity in trimming but distinct smartness in outline are the features of this hat.

MALINES *which are different*



DYNAMO BRAND

MALINES *you can't substitute*

ASK for the

"DYNAMO BRAND" RAINPROOF MALINE

The ORIGINAL Guaranteed Rainproof Maline

The "DYNAMO BRAND" RAINPROOF MALINE is guaranteed against:

Rain
Dampness
Snow
Sun
Perspiration

"DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other makes

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CHAS. MOUTERDE (*United Makers*)

The only selling agent for *Gros Million & Co.* of Lyons (France) for the Dominion of Canada

"We only sell to the Wholesalers"

80 Wellington St. West
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Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks,* working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

Put Your Sales OVER THE TOP by showing these White Hats



PATTERN 9005
White velvet turban, with silver brocade and mole skin. Price each $9.00.



PATTERN 9006
Large white soleil hat, with white velvet facing. Trimmed with bow knot of ermine on left side. Price each $10.00.



PATTERN 9015
White velvet turban, with Taupe velvet facing. Trimmed with pastel colored fur balls. Price each $7.50.

These Hats are adapted for Immediate Wear and we will make Prompt Deliveries



PATTERN 9000
White satin soleil, with Black velvet facing. Coney balls on side of crown. Price each $8.50



PATTERN 9003
White soleil poke, with Plaited Brim. Trimmed with mole skin buttons and silver ribbon. Price each $8.50.



PATTERN 9013
White shirred satin soleil turban, with Black imitation seal-skin brim. Black veil embroidered in silver, covering entire bat. Price each $8.50.

Send for Catalog of Seasonable Merchandise

Gage Brothers & Co.

Chicago New York

DGR HOUSEFURNISHINGS DGR

HOW TO LAY LINOLEUM

Interesting Information on the Care and Laying of Oilcloth and Linoleum—Great Care Should be Taken of This Line in Cold Weather—Best Results Obtained by Laying With Some Cement.

IT is a fact that comparatively few people thoroughly understand how necessary proper methods of laying are to the life of linoleum. The following information given by the Cook Linoleum Co., of Trenton, N.J., will prove interesting reading to everyone who is connected with the floor-covering department:

Ninety per cent. of the complaints on linoleum could be avoided if more care and consideration were given to the laying and subsequent care of the goods. Like everything else in the home or office which is in constant use, linoleum requires a little attention in order to insure the highest degree of service. If such attention is given the results will be eminently satisfactory.

First, of all, linoleum should be kept in a moderately warm place twenty-four hours before unrolling. Do not unroll when cold.

The floor should be thoroughly clean and dry, the wood well seasoned, protruding nails, if any, hammered down, holes or wide cracks filled, and uneven boards planed down. An irregular floor surface will cause excessive wear on the uneven places and may cause the goods to break.

In fitting the linoleum cut the goods about one-eighth or one-quarter of an inch shorter than the required length, so as to allow for expansion. Let the goods lay on the floor for ten days or two weeks without fastening in any way to allow it to expand as much as it wants, for after linoleum has been rolled up for several weeks or months it is bound to continue to "grow" or stretch for some little time after it is laid out flat. If you do not do this the linoleum is liable to buckle and crack.

After expansion has ceased, fit the linoleum closely and either tack or cement it down. Do not, however, use the ordinary carpet tacks, they are unsightly as well as unsatisfactory; headless wire brads (No. 18—¾), spaced about four inches part, are much better.

The best results, however, are obtained by cementing the linoleum to the floor with a good grade of linoleum cement. One method is to cement the back of the goods along the seams and edges, particularly in front of doors, around sinks, washtub legs and other places where water is liable to gather, and thus avoid the trouble that always follows when water gets underneath. As this is a frequent source of complaint, it will repay you many times over to warn your customers against it.

The ideal way, however, is to cover the back of the goods all over with cement—not merely the edges and seams. A gallon of cement will ordinarily be sufficient for ten square yards of linoleum if the entire back is covered, while the same quantity will be sufficient for approximately twenty-five square yards if only the seams and edges are cemented. The cement can be applied with an ordinary paint brush. The best results are obtained by coating both the floor and the back of the linoleum. When the cement has started to set—say, five or ten minutes after it has been applied—fit the linoleum in place. If any cement should get on the surface of the goods remove it at once with alcohol. The entire surface must then be uniformly weighted down until the cement has set, especially on the seams and edges. For this purpose sand bags weighing twenty pounds each will be found useful. The weights should not be removed for at least twenty-four hours to allow for thorough drying and setting. As an additional precaution the linoleum should be nailed down with three-quarter inch brads, spaced four inches apart around the seams and along the edges.

Heavy furniture should be equipped with dome-shaped glass shoes instead of the metal casters, as the latter will inevitably cut through. Glass shoes are made in several sizes, have a wide bearing surface and no rough edges. Having a similar shank as on the regular caster, they will fit into the same socket. Rubber tips will also answer the same purpose.

Extra care should also be taken in handling linoleum during cold weather. During the winter months the linoleum becomes hard and brittle, and if unrolled in that condition is apt to crack. To avoid this, keep the goods in a warm room twenty-four to forty-eight hours before unrolling.

Don't store linoleum near leaky steam radiators or pipes, or in damp cellars.



FOR SPRING, 1918

Two clever new bird designs in filet window nets, originated by Lace Goods Co., Ltd. The left design includes butterflies.

Always keep the linoleum in a warm, dry place.

In order to get the best service from linoleum it should be given proper care and treatment. When cleaning, soda, lye, potash or strong scouring soaps should never be used. All that is necessary is warm water (not hot) and a good grade of soap free from alkali, and see that the linoleum is thoroughly dried after washing.

Much can be done to prolong the life of linoleum and to keep the colors looking bright by going over the surface occasionally with some good polish or wax, "Liquid Veneer," "Linoleum Reviver," "Old English Floor Wax," or similar polish. Don't merely coat the surface, however, but rub it in thoroughly; it adds years to the life of the linoleum and greatly improves its appearance.

Funsten Bros. & Co., of St. Louis, U. S.A., announce their fur sales for Oct. 8 and following days. They look for a satisfactory sale, with practically all furs bringing good prices.

FLOOR COVERINGS FOR 1918

Increased Prices on all Lines — Linoleums Likely to Show Further Increases—Imported Lines Coming Through Fairly Well—The Rag Rug Rage.

BOTH retailers and jobbers report surprisingly good business in floor coverings, considering that these are almost in the luxury class, and considering the increased prices that it is necessary to get in all lines. Canadian jobbers have had their spring samples out for nearly two months now and report the retailers placing freely on most lines.

Cheaper Rugs Show Most Increase

The public seem to notice the increased price in the cheaper grade tpestry rugs more than in the better grades. It is supposed this is because the customer of limited means is the one affcted, and it is quite a shock to the woman who three or four years ago bought a 5 x 4 tapastry rug for $12.50 to find that she has to pay from $25 to $27 to replace it now.

Rag Rug Rage

Rag rugs are certainly going to be a big feature for the coming season. They are inexpensive, easily cleaned and make a cheery floor covering for bedrooms and living rooms, particularly during the Spring and Summer months.

Canadian factories are putting out some splendid lines of these, and the designs and colorings vary from the hit and miss to the plain body with Oriental design border. The almost exclusive use of hardware floors in all modern dwellings has certainly vastly increased the demand for a small, easily cleaned rug of this nature. Japan is also a large manufacturer of cotton rag rugs and in addition some United States lines are being imported.

Linoleums and Oilcloth

Considerable strength is noticeable in both linoleums and oilcloth with jobbers asking increases all along the line for Spring business. High prices are bound to prevail with the present costs of so many of the raw products and the general impression throughout the trade is that the top figure has not been reached.

Linoleum rugs have been introduced this season and are having a limited sale. They have a rival in the "Congoleum" lines that run slightly cheaper and were in the field with rug patterns before the regular linoleums were being so made. Both of these lines are easily sold to the party in the rented house who does not wish to cut up expensive linoleum to fit her kitchen not knowing when she may be forced to move.

British Linoleums

ADVICES from the Old Country state that the linoleum manufacturers are prepared to continue shipments to America in even increasing quantities. As in knit goods and a number of other lines the British Government is encouring export trade in order to bring down the adverse balance of trade as much as possible. For some time there was a scarcity in the supply of inlaid linoleums as a very heavy grade was demanded for the covering of warships, submarines, etc. Then there was a difficulty with the unskilled labor, but this has been remedied to a great extent by the training of girls and the older men.

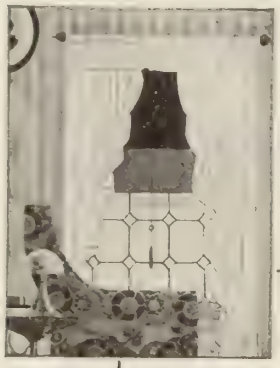
The customs returns of imports to Canada of inlaid and printed linoleums and floor cloths show an increase for the last fiscal year over the one preceding. For the three months ending July 31 the imports were:

	Yards	Value
May	136.622	$73,028
June	90,394	59,194
July	67,375	40,905



A copy of a full-page Home Furnishing advertisement. Dry goods merchants could adapt this to their own business.







You know us first of all as "THE special-order house" for Window Shades and we are living up to our reputation as never before.

But being leaders in one particular line does not prevent us boasting somewhat of our perfection in our piece goods department and in the manufacture of Marquisette, Scrims and Cretonne Curtains, Verdure Tapestries, and Tapestry Curtains.

Our Travelers are at your service.

"IF IT IS FOR THE WINDOW WE HAVE IT"

Geo. H. Hees, Son & Company, Limited

Factories:
Davenport Road,
Pears Avenue and
Bedford Road,
Toronto

Head Office: 52 Bay Street
TORONTO

Branches:
Montreal, Winnipeg,
Quebec, Vancouver,
Ottawa,
Manchester, England

Manufacturers of

WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS,
WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE end of each piece and see Also inside Holland Tab on TICKETS and PAPER BANDS. that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Every Day Is Pay Day

THAT'S right—every day you work **our plan**, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you **are** and are willing to exchange **your spare time**, representing our publications, **we will** show you how that same spare time, properly used, **will produce** for you as much **cash** as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

The MacLean Publishing Co.
LIMITED
143-153 University Avenue, Toronto, Ont.

Bleached Hemmed Towels

direct from the manufacturers in Scotland.

SCARCE LINES

Write for Sample Dozens

Prices, 20x32, $3.00 doz.
to
23x42, $4.75

WALKER BROS.

Manufacturers' Agents
59 St. Peter St.
MONTREAL



The
Oriental Textiles
Co., Limited

Manufacturers of

Drapery
and Upholstery Velours

Salesrooms :
19 Manchester Building
33 Melinda Street
Toronto

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.



A Real Proposition

While existent prices are high and, in fact, cotton is a scarce quantity, we still have contracts very much below the market, and it is on these contracts that our prices for towelling and face-cloths are based.

What greater inducement could we offer you to get into touch with us?

Hawthorn Mills

Makers of Blankets, Knitted Goods, etc.

CARLETON PLACE - - - - - - - - - ONTARIO

SELLING AGENTS:

John Paterson,
310 Coristine Building,
Montreal

Little & Little,
152 Bay Street,
Toronto, Ont.

Fred. Rumble,
410 Hammond Building,
Winnipeg, Man.

V. A. Barnwell,
Pictou, N.S.

E. Elworthy,
Regina, Sask.

FANCY GOODS
NOTIONS & TOYS

KEEP NOTION STOCK ASSORTED

Try Never to Allow a Customer to Leave With Her Smallwares Wants Unsupplied—Little Things Like This Seem to Count More Than is Sometimes Thought—A Store Which is Habitually Short on Smallwares Gets Into Bad Repute.

WHETHER business be dull or brisk, whether there is war or peace, a burst of prosperity, or a period of profound depression, staple stocks have to be kept up, and particularly those of the notion order.

On account of the smallness of the individual sales many merchants fail to realize the importance of the small wares department in its relation to the store in general. While stocks can be run down at certain seasons of the year in other departments, it is a serious mistake to try and apply this principle to the notion stock.

Strange as it may appear on the surface, women resent their store being shy on a size of dome fasteners or a certain brand of crochet cotton more than they would a failure to please them with a Fall suit or a Spring hat. Just why this should be it is very hard to explain, but so many merchants have remarked on it from time to time that it can be safely taken for granted that this condition exists.

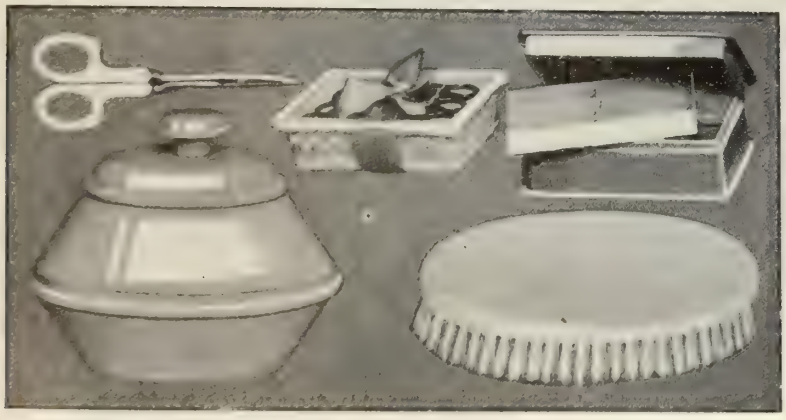
Why Customers Are Lost

A DRY GOODS REVIEW representative, while in conversation with a prominent Ontario retailer, was told by him that he was satisfied that more customers were gained or lost at the notion counter than in any other part of the store.

This being the case, the importance of keeping up the stock in this department is very evident, and there is really little excuse for not doing so, as the investment need not be very heavy. If customers can be drawn to a store by the knowledge that there they can always get their little wants supplied, the trouble and attention given to this department will be well repaid.

There is another reason why the notion department should be boosted, and that is the profits that may be secured therefrom. While individual sales are small, the majority of the lines carry a margin that is much ahead of the usual dry goods mark-up, and consequently they help to raise the average of the profit for the whole store.

A well assorted stock of all well-known lines, properly displayed and kept well assorted, will enable this department to perform its two-fold functions—that of profit-making and trade-pulling.



NEW ITEMS IN IVORY FOR 1918.

A hair-receiver may be had to match this new style of powder puff box; the ivory trinket basket has a tray for hairpins, and is tied with purple satin ribbon; the jewel box is a miniature trunk with its tray in compartments; the newest military brushes have short bristles and flat backs. Samples from Mr. N. O. Harvey, 52 Bay St.

REMINISCENCES

Successes Scored Last Year in Some Prominent U. S. Stores—How They Attracted the Children

THE toy department of R. H. Macy & Co., New York, proved very interesting last year, and some novel ideas were brought out. The department occupied more than half of the fifth floor and was termed "The Wonderland of Childhood."

The many columns on the floor were decorated with papier mache figure of Mother Goose characters. There were, among others, "The Old Lady Who Lived in a Shoe," "Tom, the Piper's Son," and a host of clowns, battleships, castles, and reproductions of other things which childhood cherishes.

Between the columns hung lengths of green Christmas streamers. In the centre of the rear part of the department was "Santa's Evergreen Palace," resembling an ice house, with a large painting on the front of Santa Claus welcoming everybody in. Two large decorated Christmas trees stood on either side of him.

Inside the house was a throne, upon which sat a real live Santa Claus. It is interesting to note that the beard of this Santa Claus was not moth-eaten, nor did his suit look red only in spots. He wore a splendid costume. One entered the palace through a door on the left and departed through another door on the right. The partition separating the wrappers from the selling floor was decorated with paper so that it looked like a brick wall, and was hung with flat games and toys.

The Toy Menagerie

Upon entering the department through the centre aisle, one saw a row of black cages—they looked like iron, but were made of wood—and in the cages were all sorts of animals, large and small. "Don't feed or annoy the animals," read a little sign above each cage, and one might buy the animals shown at the counters in front of the cages. There were bears, giraffes, camels, elephants, dogs and cats—a complete menagerie of familiar animals.

The showcards used were decorated with a strip across the top, printed in red and green, with Christmas trees on each side, and the word "Suggestions" in black. Below the decoration might be lettered a thought suggested by the merchandise shown.





Three new foot-propelled wheel toys being shown by L. G. Beebe, Toronto. These are all Canadian-made lines.

At Gimbel Brothers

"Santa Claus Land" was located on the eighth floor at Gimbel Brothers, New York. It was a playground for children, where they could swing and slide and see in action many of the familiar characters of Mother Goose.

The main feature of the playground was the Noah's Ark in the rear of the floor. The ark was white, with red shingled roof, green shutters on the black barred windows, and green rails. Peering through the barred windows, one could see the animals in the Ark, and, going up the runway and through the partly opened brown doors were all sorts of animals, going up two by two. Through the doors of the Ark the deep blue midnight sky was visible. There were animals on the outside of the Ark, birds perched in pairs on the door, and the whole was what one would suppose to be a realistic reproduction of the famous Biblical incident. On either side of the playground, at the back and just in front of the Ark, were two immense Jacks-in-the-box, jumping out at the children.

Santa Claus' Ice Palace

At the left were two scenic settings. The one at the back represented Santa Claus' Ice Palace—two large reindeer were at either side of the palace, which was buried deep in snow. In the palace, and on a dais, was Santa Claus' throne, a red carpet leading up the three white steps to the throne. On this throne, when not busy welcoming the eager kiddies, sat the great Santa Claus himself.

The other setting on this side was an authentic, according to the versatile display manager of Gimbel's, reproduction of the cow jumping over the moon. There was the big moon up in the sky—and the moon wasn't smiling, either—and the cow jumping over it. On the ground was a proportionately large spoon running away with the plate.

The Old Woman Who Lived in a Shoe

In the centre of the department was a large oval setting. A huge old shoe occupied the centre, with the old woman's head bobbing out every once in a while at the hosts of her children, some of them climbing on the shoe, others playing on the grass—and there were enough of them to make one realize the verity of the poem—"she didn't know what to do." Some of these dolls were very realistic. There was a group of dwarfs especially good. On the right of the department was another oval setting showing the "King's Horses and all the King's Men Trying to Put Humpty Dumpty To gether Again." Humpty Dumpty was a large egg-shaped head rocking back and forth with a lot of fantastically featured soldiers and horsemen watching him.

The Indian Wigwam

Behind this was the Indian wigwam. Here an Indian wigwam was shown in a Summer setting. A red fire burned at the side. Three movable Indian figures held trays. An attendant in Indian costume stood at the front and talked to the children. Twenty-five cents dropped in the box caused one of the Indian figures to carry a present out of the wigwam and to the child. The attendant in front, when the quarter was dropped into the box, rang a buzzer once when the child was a boy and twice for a girl. There was a false back to the setting, and hidden behind it a man picked out a package from the piles of packages stored there, and put it on the Indian figure, who then carried it out. This was the only selling done in the department—and it usually proved to be a profitable business, for children were easily satisfied, since they really bought the pleasure of having the present brought out by an Indian.

Throughout the department were futurist bay trees, green in red boxes and lit up by red lights. The columns in the department were striped red, green, and gold, and at the top on either side were grotesque faces. A bay tree was at either side of the foot of a column. Sometimes there was a snowman carrying a broom.

Scattered about were all sorts of seesaws, the kind that turns around as one jumps up and down on it, rocking horses, elephants, bicycle merry-go-rounds that the riders had to work themselves, a miniature merry-go-round, and slides.

The slides recall an incident in William Ganson Rose's "Ginger Cure," in which an alert store manager installs a slide to wear out the children's pants, and on a sign near-by advertises special values in the boys' pants department.

Goodies Given Gratis.

These Christmas incidents remind one also of a wonderful "Doll's Tea Party," which was given last year at Oakland, Cal. The hosts were the H. C. Capewell Co. The guests, numbering more than 3,000 children, gathered on the roof garden of the store.

Tables were set for 250 children. Every 15 minutes the tables were cleared and 250 more children were seated and served with chocolate, cookies and candy, and, of course, Santa Claus received his devotees, giving each a colored miniature of himself and a bag of candy, and receiving their requests for Christmas gifts.

The mothers watched the youngsters from an elevated promenade and listened to the music furnished by an orchestra. After the party, the children adjourned to the playroom on the roof, where they amused themselves on the swings, slides, merry-go-round, and played with the sand boxes, etc. The party was an unusual success.

THE NEWER TOYS

Some Novel Lines of Interest—Canadian Manufactured Toys Very Prominent—Japanese Shipments Held Up By Poor Deliveries

THE newer toys are appearing on the display tables of the large department stores, and, as some are decidedly different to any before shown, a description of them may be of interest to the trade.

The ever popular "Kiddie-Kar" is reproduced in a number of similar toys, which, however, are different. Three of these, shown in an illustration elsewhere on this page, are named Toddle Bike, Pony Roller and Billy Buster, and each has some distinctive feature, the double front wheels of one being probably the most notable. These three are examples of Canadian-made toys being manufactured in Toronto.

Tin toys of the newer type are a water cooler, a kitchen cabinet and a lawn swing, each complete in every detail, and also Canadian-made.

Warships are very popular at the present time, and a splendid line of these is shown, made of wood, and strongly constructed. Some of these are of considerable size, and would make an interesting toy for any normal boy.

Canadian and American makers practically control the doll market, some lines that will go to sleep being put on the market this year for the first time since German dolls were barred. In the higher grades there are a number of im

jointed French dolls shown, and the workmanship on these is very fine, as it also is on some high-grade American dolls, made entirely of wood, face, hands and body polished and tinted to resemble wax. Japanese dolls are also shown in every store, but it is felt that these still resemble in feature the Japanese children, and are not, therefore, very popular with our Canadian girlies.

ART NEEDLEWORK

Bags, Knitting, Embroidery and Many Fancy Articles Have Already Attracted Christmas Shoppers.

THE demand for wools, especially Shetlands and other fancy knitting yarns, continues very active. There is also no abating in the purchasing of the spacious knitting bags. These are being constructed of the beautiful wide fancy ribbons as well as of tapestries, silks, satins, velvets and brocades as intimated during the past few months. Indeed, so popular have these bags become that Eaton's advertised a "Bag Bazaar" at their ribbon counter recently. The chief decorative feature consisted of two enormous bags suspended above the department and of proportions seemingly large enough for a woman to carry her family with her if she saw fit. All sizes, shapes, and colors were displayed, as well as scores of designs in handles. No material is too elaborate or too expensive to appear in these bags and many, too, are done in simple fabrics quite inexpensive—as a visit to the remnant counter in the drapery sections will prove. Simpson's also had an attractive window of bags in which was one model made of mole caracul velvet with two bands of ermine and another of cotton marquisette in tapestry design made with three 2-inch horizontal tucks edged with gold lace.

Many Bag Handles

For handles the oval or round loops in tortoise, amber, jade or ivory effects are used considerably. The same materials in triangular shapes or in semi-hexagons are new and selling. Semi-circular handles, rods with knobs at either end and wooden or metal handles to be covered are all among the selections.

The beach bag which the smart set carried last Summer has a new development for the Winter. Instead of the walking stick which maintained its balance in the sand, there is a novel staff of colored enamel fitted with a base and a basket-handle of silver plate; the bag is of brocaded silk; attached to its hoop top is a small ring through which the yarn is guided. Another white wicker pedestal has a basket top hand-painted in pink or blue and two comfortable handles.

When it comes to knitting for the soldiers it would be wise for fancy goods departments to have convenient for their customers all the information available with regard to the articles of use to soldiers, both privates and officers. Socks, mufflers, sailors' girdles, chest protectors sleeveless sweaters, ties, wool vests and heavy sweaters are all articles to be knitted and the very things for which those big bags were originated. The Red Cross and returned soldiers are of course the best sources for information. Indeed the Hudson's Bay store at Winnipeg has engaged a returned soldier to give advice regarding all soldiers' goods to enquiring customers. They also provided wrapping paper and twine free at a "unique one-day hamper-packing bee."

Knitting needles and knitting pins are to be had in solid "ivory" and also with wooden core dipped in an "ivory" solution which is cheaper than the solid lines. Aluminum highly polished is also liked.

Embroidery

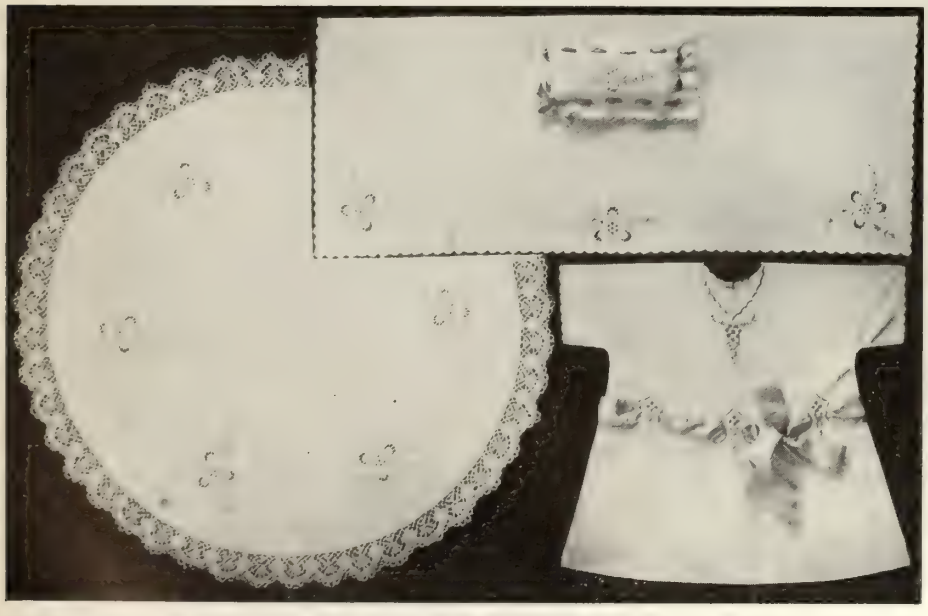
In embroidery work there is some reviving interest, and this will no doubt increase rapidly when the soldiers' boxes are once disposed of. Those who do the finest work are partial to designs showing a certain amount of cut work combined with the solid and eyelet work. These make very effective designs and are frequently done in a color with white. Designs of this sort, similar to those illustrated, are to be had in all the various sizes of centrepieces and doilies for luncheon sets and dinner sets in many attractive boudoir articles and in lingerie underwear.

Dainty aprons are made of a straight piece of plain linen or linen finished towelling with an opening buttonholed for slipping over the head. Sometimes they come to the waist at the back and are buttoned or belted to the front. The raw edges are prettily button-holed and a dainty design in cross-stitch, French dots, eyelet or solid embroidery is added at the front.

Children's frocks show any amount of pretty embroidery effects. Those with Copenhagen blue or a deep rose on white material and finished with ribbon to match are leaders. Some new patterns are atractively emphasized by touches of black. Lawn, pique and poplin are perhaps the three leading materials and may be had made up complete and stamped for embroidering.

Towels come in for a big share of attention at Christmas time too. It matters not how tiny or how massive a towel is selected, the ranges offer designs showing both little and elaborate hand work. One of the most novel borders on a bath towel was done in very deep scallops with old rose, and in between the scallops were good sized tassels made of the heavy rose thread. Towel sets for babies are in good demand also.

A table of felt battalion crests for the various Canadian units finds difficulty in keeping filled up these days at Eaton's. They sell at 25 cents each.



HOLIDAY NEEDLEWORK

Attractive cut work embroidery designs with solid work in blue or pink. Child's dress of white poplin with Copenhagen embroidery and ribbon. Shown by Daly & Morin, Lachine, Montreal.

JEWELRY

Military Pins, National Colors and Jets the Outstanding New Notes.

IN novelty pins the live numbers are those of a military character. Many styles and sizes of airplane wings in plain metals and also in white or colored enamel are bought up readily. Emblems of the various United States battalions are also very strong and are promising to be better as the Christmas season approaches.

Sale continues at a steady pace for a certain number of beauty pins. One wholesaler is showing a line of them in an attractive display box containing about six dozen pins. The box itself is of an all-over violet pattern and coloring and the sides are thick making a violet frame for the cards when the box is open.

There are scores of tri-color finishes put upon the silver trinkets of to-day

(Continued on page 59.)

CHRISTMAS MERCHANDIZING PROBLEMS

Price Distribution or Line Distribution — Christmas Displays Must Sell Goods — Dispense With Reserve Stocks of Christmas Goods—Play up the Shop Early Idea.

THE next few weeks will be the harvest time for every store in the country. Fall stocks must be disposed of inside that time or sold at a loss. The time is short indeed, the shorter because busy days run into one another so fast that each hour flashes by like an episode on a moving picture screen. As the holiday time draws nearer the rush increases and so many things that it had been intended to adopt for this season's business will be dropped or crowded to one side.

Plan Out Your Christmas Ideas To-day

Would it not therefore be a good time to sit right down now and plan out the next few weeks' campaign, formulate plans, set the machinery in motion and have everything well oiled and running on schedule time when the mad rush of the last ten days is an actual occurrence?

Think of Last Year's Mistakes

It would perhaps be well to first think over the mistakes and unsatisfactory features that showed up in the midst of last year's rush. If the advice of DRY GOODS REVIEW as laid out in the issue of last November has been followed, a note book will contain these features and serve as a reminder of what these errors of omission and commission were. If this advice were not followed out it would seem well to decide that this year it will be.

A representative of DRY GOODS REVIEW recently talked over Christmas merchandising methods with a number of prominent retailers and department managers. The gist of the information received can be summed up in one sentence. Show Christmas merchandise in the most attractive way possible that will also enable it to be easily handled and keep all essentially Christmas stocks forward where they may be watched and cleaned up before it is too late, in other words have no reserve stocks in this class of goods.

As to the particular methods to be adopted they are as many as there are individuals to think them out, but the essential thought is to make the Christmas display attractive and effective but do not let the artistic viewpoint intertere with the main feature, disposing of merchandise by the quickest and easiest methods.

One of the departments that springs into prominence at this time of the year is that of toys. Nearly every store adopts the principle of getting this class of goods away from the rest of the busy parts of the store either upstairs or in a wing by itself as the crowds of children that are always collected will often drive possible purchasers of other lines away.

Santa Claus Idea Not Always Feasible

This brings up the question as to the advisability of the use of a living Santa Claus. Judging by the way that stores such as the Eaton Co. adopt this plan year after year, it would seem to have proved its worth to them. On the other hand a dry goods merchant whose aisle space is limited stated to DRY GOODS REVIEW that he had the sales of one day of the Christmas week last year cut 25% by this very plan. The living Santa Claus arriving on a train brought with him to the store such a mad fighting mob of children that regular patrons of the store simply could not force their way down the store aisles and the only way that any relief was experienced was by having the acting St. Nicholas disappear by a back entrance. This merchant naturally will never try this plan again. However some scheme that will make a store represent Santa Claus' headquarters to the children of the community can possibly be adopted without this disagreeable feature.

Elsewhere in this issue there is an account of a successful toy department conducted by a Montreal store. One of the noticeable methods used is the adoption of price selection in the display of toys. That is all toys of one price such as 35c or 50c are gathered together on one table and the price cards used show the customer just what she can get for the figure she may have decided upon. This has the advantage of helping customers to wait on themselves during busy hours.

A manager of a large Toronto toy department expressed his disapproval of this method however as he believed that the display of toys in lines rather than in prices gave opportunity to raise the price limit and sell the parents a 75c article when they had only decided on spending 50c. Like every other disputed point there is something in the opinions advanced on both sides and it is a matter for each retailer to decide for himself.

The Use of Selected Booths

The booth idea for the display of lines such as gloves, handkerchiefs, or toilet goods seems to be a standard Christmas feature with an increasing number of stores. The idea if properly worked out would appear to give a maximum showing of the lines and also facilitates the selling power of the sales force. A good idea is the use of neat cards suspended over the aisles opposite each booth bearing the name of the line on display. Everything of this nature that helps the customer to find her way to the goods she is seeking without unnecessarily harassing the overworked sales force is bound to be good.

Offering To Store Presents

Offering to store Christmas presents until Christmas Eve is an idea that can be used to back up the "Shop Early" call. Many people, particularly parents of young children, claim that a present brought into the house a week or two before the eventful day is almost sure to be prematurely discovered. Their arguments will not hold water if an offer is made to store the purchases until the last delivery Christmas Eve. This, of course, is also opposed by many merchants on account of the possibility of it tying up the already overloaded delivery force. DRY GOODS REVIEW however knows one retailer who has adopted this plan for several years and who always engages an extra auto-truck on Christmas Eve for this purpose alone. He claims that it pays him from the viewpoint of helping earlier buying.

Keep Fire Risk in Mind

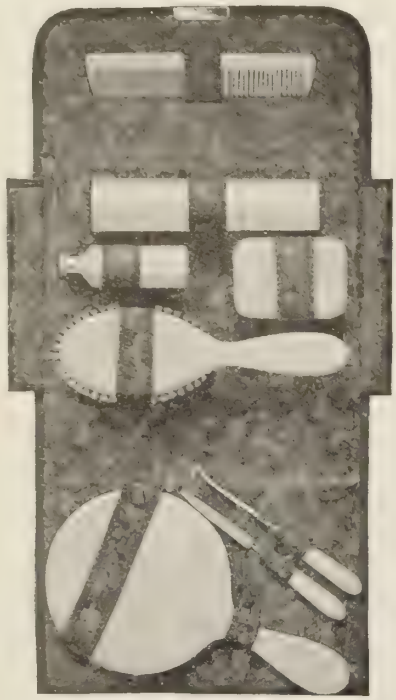
When preparing Christmas displays it would perhaps be well to bear in mind the insurance regulations which cover the use of tissue paper hangings and the proximity of draperies to electric light or gas fixtures or stove pipes. A number of merchants have acquired what would appear to be an excellent habit, that of calling in their insurance agent to talk the matter over. It does not pay to take chances. Fire is neither a respecter of persons or time and Christmas week would be a bad time to be burnt out and then have a dispute over a settlement on the head of it. Incidentally how about a little extra insurance while the Christmas stocks are at their heaviest? Anyone who is insured under the 80% co-insurance clause, will usually find the amount carried badly out of line with the stock on hand at this time of the year. An ounce of prevention is better than a pound of cure.

JEWELRY

(Continued from page 58.)

which are produced by our newest Ally. The flags of the Allies shown in the bracelets over there are only different from those worn here last year in the addition of the Stars and Stripes. Then for the war bride to protect her wedding ring there are three narrow platinum rings set with tri-colored stones. Photo frames have tri-colored ribbon run through them and shields are provided for initials. An enamelled bar pin in the three colors is a background for the British, French and United States flags and there are any number of other smart little nooks for one's regard for the red, white and blue to be expressed.

The Julian Sale Catalogue
IS READY TO MAIL



Let us have your name to-day for a copy of the Julian Sale catalogue just off the press—the best we have ever issued—showing a greater number of lines than have ever been illustrated and described in any previous catalogue. The illustrations are made directly from photographs of the goods themselves and makes selection as reliable and satisfactory as though choosing from the samples themselves.

We put extra emphasis on the mention of lines specially desirable for your holiday trade, such as Ladies' Hand Bags, Strap Handle Purses, Dressing Cases for Ladies and Gentlemen, Dressing Bags, Manicure Sets, Toilet Rolls, Jewel Cases, Parisian Ivory Goods, Fitted Dressing Bags, Kit Bags, and a host of smaller things in Leather Goods and Novelties.

Great lines to sort up for Christmas trade. Beautiful goods and excellent values.

The Julian Sale Leather Goods Co.
LIMITED

Wholesale — Sample Rooms — Factories

600 King Street West, Toronto

THE HOUSE FOR LACE

BENTLEY & CLIFTON
LIMITED

COMMERCE SQUARE
NOTTINGHAM
ENGLAND

Special lines for Makers-Up and Wholesalers.

Torchons, Vals, Novelties
Lace Cushion Covers
Toilet Sets, Etc.

Call and inspect our line at showrooms

J. GAGNON, Unity Building, MONTREAL

These advertisement Cloth Brushes will be delivered f.o.b. Liverpool or London against payment in London.

Size of Brush, 6¼ x 1¾ins.



Size of Brush, 6¼ x 1¾ins.

6 doz.	12 doz.	30 doz.	60 doz.
$2.75	**$2.50**	**$2.25**	**$2.00 per doz.**

This price includes a Celluloid Tablet, 5½" by 1" printed in two colours, fixed in the back of the Brush; your own sketch or wording.

This Cloth Brush is made of pure bristles, and is of best English manufacture. Quotations for larger quantities obtainable of

M. NEUHAFER & LEVI, Brush Manufacturers,
11 Fore Street, London (England)

We Have In Stock Xmas Goods
that are having an unprecedented sale at present

CHINTZ KNITTING BAGS, large size, at $7.50, $9.00, $10.50, $13.50 and $24.00 per dozen.

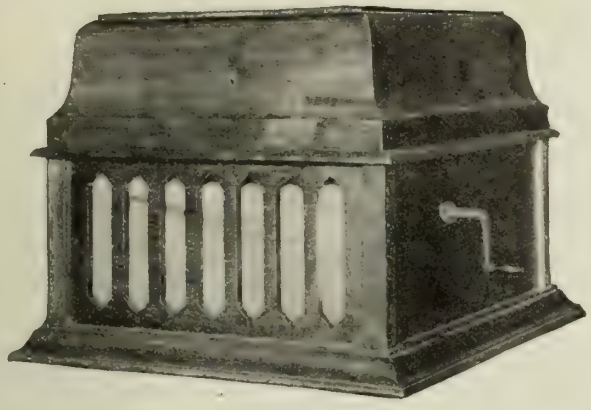
Celluloid handle in shell to retail at 50c and 75c per pair.

CELLULOID KNITTING NEEDLES, 9 inch, 4 to set; 12 inch, 2 to set.

Our Xmas lines of Boxed Goods are now in the hands of our travellers, comprising Fancy Combs, Collar Pins, Brooches, etc.

WRINCH, McLAREN & CO.
77 Wellington Street West :: Toronto

MELBAPHONE PHONOGRAPHS



MODEL A—$30.00

Melbaphone Universal Needle

These needles will play Edison, Pathe, Victor, Columbia or any other disc record. Also they will play 50 times without changing and are guaranteed not to harm the finest record. Owing to limited supply of steel needles this should be a boon to all Phonograph users. Sample package and prices by mail, 10c.

New catalogue covering the entire line of Melbaphones is now ready for delivery.

No phonograph store or department is complete without it A card will bring one by return mail.

We also have a complete stock of the following seasonable lines:

Electric Portable and Floor Lamps
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SOLE DISTRIBUTORS:

TORCAN FANCY GOODS COMPANY, LIMITED

77 BAY STREET :-: TORONTO

THE HOUSE OF SERVICE

Mr. Bruce's Counsel

SPECIFICALLY APPLIED, MR. BRUCE'S COUNSEL may be said to recommend that business men should read every week THE FINANCIAL POST OF CANADA, to inform themselves concerning current events in the realm of Canadian business and public affairs.

Frank E. Mutton, Vice-President of the International Time Recording Company, of Canada, wrote the following letter to the publishers of THE POST:

Attention, Editor:

Recently we sent you a subscription covering the delivery of THE FINANCIAL POST to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information invaluable to any traveling representative of any firm.

(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

IN effect, THE FINANCIAL POST represents a Current Events Club, met weekly for the consideration and study of current affairs in Canada in relation to itself and the world at large. It represents the assembly of many, many surpassingly well-informed contributors who discuss intelligently, lucidly and proportionately, Canada's public and business affairs. No more stimulating and worth-while paper is published in Canada for the man who wants to be able to talk confidently, at the club, luncheon, board meeting, business council, public meetings, about Canadian public affairs.

THE price, $3, is nothing to the man who really wants to know. Three dollars spent for knowledge that multiplies a man's power and pleasure and satisfaction is a small, small sum to pay. We make our appeal for subscriptions to men who really want to know and who will take time each week-end to read profitably.

If you are willing to give this time, prove it by signing and mailing the coupon below

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Talk Current Events

A Talk by H. Addington Bruce, Author of "The Riddle of Personality," "Psychology and Parenthood," Etc.

WHAT do you know about the doings in this great world wherein we live?

Do you try to form a really intelligent and well-considered opinion regarding events the world over?

Do you ever discuss their significance with friends and neighbors?

If asked what you think of any particular event, you are perhaps ready with an answer. Is your answer anything but a snap judgment, determined by prejudice rather than by reasoning analysis?

I put these questions not to be disagreeable, but because, if necessary, I want to spur you to appreciate the value that there is in discussion of current events.

Many people, fortunately, appreciate its value instinctively. Perhaps you are one of these. Many others are beginning to appreciate it.

This is shown by the growing popularity of clubs and classes on current events.

Only a few years ago such clubs and classes were almost unheard of. To-day most of our bigger cities have half a dozen of them or more.

In one city—Boston—a talented woman of my acquaintance draws an income of thousands of dollars a year from her leadership of current events classes.

Other men and women have similarly discovered that interest in current events is increasing so rapidly that they can well afford to organize classes like those conducted by the Boston woman.

Still, there remain many people—thousands of people—who never discuss current events. Many thousands more discuss only such events as come under the headings of "crime," "the theatre," and "sports."

These are the people I want to reach. They are the people I want to rouse to recognition of the practical helpfulness they will find in discussion of current events in general.

Current events clubs and classes might well be organized in every neighborhood, with weekly meetings to take up the outstanding happenings in international affairs, national politics, literature, art, music, science and industry.

Regular attendance at, and active participation in, these meetings will prove to be an education in itself.

It will enlarge the mental horizon and broaden the moral sympathies. By disciplining the mind to active thought it will raise the level of workaday efficiency.

It will make for a more alert, a more conscientious citizenship. It will give zest and color to a life which perhaps has hitherto been pathetically drab.

Unsuspected powers will be awakened With a better grasp on the realities of life, the whole personality will expand.

One evening a week is certainly not too much to give to a discussion of the day-to-day developments in our wonderful world.

It may mean doing without an evening at cards or at the musical comedy, or at the dance hall. But this, after all, is not a terrible sacrifice.

And from the occasional talk over current events will come more profit than could possibly come from any number of evenings spent in card-playing, dancing, or listening to musical comedies.—Reprinted from the Toronto Daily Star.

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

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Buyers of Silks, all kinds of Cotton and Woollen Goods, Mill Ends, Clothing, Boots, Men's and Ladies' Underwear.

Any of your slow sellers we can use. Let us hear from you. Keep us on your list.

Bankrupt Stocks Bought.

When you want to sell or buy anything, use the condensed ad columns of

Dry Goods Review

You can talk across the continent for two cents a word.

DRESS ACCESSORIES

NECKWEAR

Long Narrow Collars and High Jabot Styles are the Two Big Items—Some Color Seen and New Ideas in Lace

DESPITE all the new things shown and described last month, a few new items of interest have since developed. The two outstanding features previously emphasized, however, remain good. The bulk of sales continues to be in jabots and in the tuxedo type of collar. So pronounced is the fashion for the long narrow collar that one scarcely wider than an inch and a half is shown at Stitt's. It is of cream serge with narrow ivory lace edging. One firm has brought out a suit-coat collar tuxedo in style and about six inches in width made of a straight piece of heavy ecru lace with filet pattern in places which is very effective. These with sailor and other styles of allover guipure lace are said to be selling exceptionally well.

Irregularly shaped collars have a place too. One of this month's productions is of white satin. When fixed in place the lower edges in front form a diagonal line; there are tiny black trimming buttons. White and ivory wash satins are decidedly popular. The cowboy collar has sold well and so too have wash satin vests with high collars. Tapestry waistcoats are shown in New York.

A Few Colored Models

The matter of color which was hinted at seems to be developing a little. One new collar is of emerald green panne velvet, very smart looking. One of the latest New York developments is a collar and cuff set of white satin with machine printed Batik effect in orange and green.

In jabots, nets and Georgette have the field. Satins are used with either one for the stock collar. One of the cleverest models has the collar of ivory satin buttoned at one side and topped with a turn-over which has soutache loops at each side disguising the fastening. The jabot is of net bordered with silk soutache.

Another idea shows camisole lace bordering net for a jabot. The scallops are turned up and set into the net, of course. The beading type is not used for this and ivory is preferred to white. Rose point lace and velvet is an exclusive combination which is exceedingly attractive in appearance.

Ribbon Neckwear?

A novelty which may easily prove popular consists of neckwear made of wide loops of flowered ribbons, which are gathered into a neckband and extend over the shoulders. These ribbons are most useful for the purpose in very wide widths with a picoted edge and form a most attractive and novel neck finish.

There is a strong effort being put forth in the United States to create a vogue for neckwear, girdles and other dress ornamentations constructed of wide ribbon. It will be interesting to observe just how long it will require for development.

GLOVES

French Skins of Improved Quality—High Grade Goods in Demand for Christmas Business

THE glove situation among manufacturers remains somewhat tense, although there is little cause for worry. Prices will keep pace, no doubt, with those of other commodities for some months, and demand for good qualities is steady. Standard grade skins do not promise to be more plentiful, but those offered just now are slightly better than when chemical dressings were necessary. A supply of flour has been released by the French government owing to the flour



A NEW CUT.

Novel collar of white Georgette, double, with border of maize crepe de Chine; pearl buttons. Made by T. H. Birmingham & Co., Ltd.

being damaged in transit by salt water. This supply is aiding the execution of dressing orders, but of course we cannot tell how long it will last. These skins so dressed are better fitted for colored gloves which are in great demand.

Mocha skins are still scarce, but secondary grades of glace are more plentiful.

The labor situation continues bad, both in France and America and transportation is about equally problematical. Altogether, the season requires attention. Managers and buyers everywhere are required to depart from old methods and adjust themselves to the new conditions. Local influences should be closely watched also. A buyer must now, if ever, be master of his own situation.

Despite all the difficulties, both foreign and domestic, the imports of gloves from France to the United States during the first 8 months of 1917 exceeded those of 1916 for a corresponding period by $2,083,162.

Good Qualities Sell

The high-grade washable gloves with smart points, stitching and contrasting cuffs of plain or fancy cut are in strong demand and will without doubt command big business for the holiday season. Fine heavy quality silk gloves too are difficult to keep in full stock, so active is the demand. Black, black and white, navy, champagne, grey and brown are the leaders.

Chamoisette gloves for women, misses and small children are very necessary to glove departments. Customers are constantly asking for them. The dollar lines are of very good quality and seem to give satisfaction. White, chamois, grey, and black are quick sellers.

A new arrival from Scotland is of fibre silk, lined with wool. Then, too, there are Scotch knit "string gloves" with seamless fingers.

RIBBONS

Beautiful High-Class Fancy Ribbons for Holiday Trade—Many Novelties Make Use of Them—Spring Trend Again for Grosgrains

THE most active interest in ribbons at present is, for Christmas gift novelties, which utilize every type of ribbon. Wide, fancy, expensive ribbons are made up into scores of novel bags, cushions, etc., and are supplemented with narrower, plain colored ribbons for facings, drawstrings, shirrings and loops. Ribbon houses are now employing designers to make up ribbon novelties which will be taken by the buyers to use as suggestions to their customers and these are playing a good part in the sale of the fancy ribbons.

One of the newest bags is the Swastika, which is perhaps more Asiatic than Greek, with its double set of four corners. Another novelty is the umbrella bag, made with small gores of richly striped ribbon meeting in a point at the bottom and having a wide plain top with draw ribbon to match. Little flat saddle-bag effects for school girls are easily made and saleable. Washable satin ribbons for lingerie are selling very freely. They will constitute a big item for the retailer this Fall.

Satin ribbon knotted into petals, three long and two short side ones, hand painted to suggest a pansy, is an attractive idea that might be used on ribbon boudoir slippers, bags, dainty cushions or any place where soft puffy trimmings are wanted.

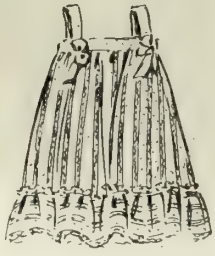
Inch-wide ribbon belts encircling the waist and tying either directly at the front or at the back, are features of some French gowns. Panels of ribbon are also shown under some of the net skirts of dancing frocks. The bustle idea is being adorably diluted with large loops and knots of wide ribbons. These are much more attractive at the back of a youthful frock than the real bustle which few like or can wear. High-class novelty Dresden effects and plain satins are used for these dress ornamentations.

For Spring the outlook is again for grosgrains of narrow to medium widths and colorings similar to those of this year. Unless a radical change is adopted by the millinery trade, toward the production of trimmed hats, it is quite probable that the sport styles and plain hats for all occasions will again use up the grosgrains almost exclusively. Just at present it does not look as if the much-trimmed hat will be accepted until trade conditions become more normal. Prices remain firm and high.

WHAT IS BEING DONE WITH RIBBONS



A knitting bag in turquoise and lemon.



A slip of ribbon and lace for the tot.



The bustle girdle of black satin.



This bag has a name. It is the "Swastika."

VEILS

"Slip-ons" Have Pushed Aside Yardage Goods—Fashion Continues for Dressy Separate Veils.

The enormous sales of the little, cheap "slip-on" veils have almost eliminated demand for veilings by the yard which have been carried as staples. This condition has, naturally, resulted in some increased attention being bestowed upon both lines.

The latest offerings do not, however, show anything more unusual than a variation of design. The "slip-ons" may be had with patterns of thread embroidery or chenille dots. Some have the pattern worked in such a style as to form a "frame" around the face when the veil is adjusted.

One of the new yard veilings is called the "Bokay," a tuft of delicate violets arises at the chin and spreads gracefully over the face, not reaching quite to the eyes, however. The "Sammy" is a large hexagon mesh with straight border of closely woven design worn just over the chin. Another of similar mesh has far-apart clusters of small velvet spots of various shapes. A forget-me-not, four tiny dots, and an oval shaped dot are combined in one grouping. Another has four velvet elongated ovals in cross arrangement with chenille dot centre and trails of tiny dots from group to group. Bold patterns of large chenille dots are still offered and scroll veilings are being influenced by the vogue for separate motifs of distinct design. This influence is taking the form of heavier patterns and lighter connecting scroll designs, which at a distance present the appearance of a veiling having bold, widely separated motifs.

Of all types, however, the "slip-on" veil is the ruling star just now.

Single Veils Approved

For more dressy wear there remains a fair demand in separate veils. Square, round and circular models, handsomely embroidered and braided, but not in thick, heavy designs, are liked. Silk spots in dark colors are liked on black meshes. There are also some new veils shaped "en forme," which is a term used for a veil which is fitted to the hat and flares downward over the shoulders. Often the top meshes are threaded with a black velvet ribbon and finished by a bow, and sometimes an original feature is in the form of two embroidered ends, which are held under this bow and hang free in the back. This type of veil is usually untrimmed except for these new ornaments. One model of this class has an elastic through the top edge and fastens with a snap which is very convenient.

Wm. G. Pink, shoes, Toronto, has sold to H. J. Johnson.

M. S. Gazelle & Co., dry goods, Quebec, has sold out.

J. Hallett, dry goods, Windsor, Ont., has sold to M. Katzman.

A. C. F. Archambault, dry goods, Shawinigan Falls, Que., is selling out.

UMBRELLAS

New Tops Are Slightly Fancy, With Handles to Match—Great Variety of Christmas Attractions

THERE are scores of smart things offered in umbrella handles. Colorings and materials are the important features rather than size and length, which were the essential considerations a few years ago. Bakelite, as described last month, is very prominent in the new designs, and many kinds of wood in their natural colors highly polished are also attractions. Briar, similar to what is used for pipe stems, is featured, also polished and blackened ebony. Both of these woods with knob, swedge, and sometimes ferrule, too, of colored bakelite, are very attractive. One model with royal blue was striking.

All white bakelite handles, with carrying rings to match in odd shapes, are also novel. Briar and ebony were combined in one model, while ebony was accompanied by a carrier of colored silk military braid and thumb ring to match in other instances. Ebony with a silver cap and bakelite ring was shown, and another number had the ring of the two materials, ebony and bakelite. One novelty of polished ebony had a leather strap handle at the end, which could slide down tightly over the knob and be fastened with snaps to the wooden handle when one does not wish to use it.

Touches of Color in Covers

Colored enamel rings on silver caps are neat. One decidedly smart umbrella had a black and white ebonine handle matching a black silk cover, which had very fine hairline stripes of white. Another cover had a narrow emerald green border and green bakelite trimmings to match in the handle. A black and white plaid silk cover has a carved handle and point of ivory bakelite, with ebony inlaid rings in knob and swedge; hand ring of bakelite.

Just at present, while the exhilarating Fall days call one out on long walks, there is some demand for walking sticks. One of the most popular models is fashioned of briar with a crook neck.



TWO OF THE LATEST TYPES OF BAGS

Left is of rich black panne velvet, black-and-ruby shot silk lining; powder puff fits into pocket on mirror. Clasp is blue and lemon colored ivory. From Flett, Lowndes & Co.

White bag is of silk cord and satin ribbon joined by rows of Oriental threading. Lined with pale blue; mirror attached inside. Shown by Novelty Lace & Veiling Co.

LEATHER BAGS

DEMAND for fancy bags and purses continues. Those made of chiffon velvet and panne velvet have been selling well, but, notwithstanding the great variety of fabrics in use, leather goods houses say that the sale of purses and fine leather bags is quite up to what it was a year ago. The medium and rather small sizes in soft leather are in steady demand and are made up in a variety of styles, shapes and linings which make very attractive ranges. Strap handle purses continue good also. A smart line of barred patent leather is made a little smaller than the regulation size and is piped with red, white, or blue leather. These are especially for the younger set.

In both bags and purses morocco, seal, Spanish grain, and vachette leather may be had in scores of designs with the Egyptian leather trimming which was illustrated last month. It is used in stripes, fancy borders, odd corners, strap handles, frame coverings, and novel cut-out designs, all of which are liked by people who are affected by the vogue for Egyptian things, and that vogue seems to be gaining strength rapidly.

In New York is shown a bag of velvet brocaded taffeta shirred into a sterling silver frame in embossed Dutch effect, with centre medallion of a Revolutionary group. A heavy chenille tassel and beautiful lining add to the effect.

An ooze color suede belt is worn by a New York lady. It accompanies a navy serge dress and is cut in leaf-like stencils, being underfaced with white kid painted in flowers of pastel tints.



SMART LEATHER BAGS.

Of soft seal in original cuts; fancy stripe and tartan silk linings; enamel clasps. Shown by Wm. Croft & Sons, Ltd.

HANDKERCHIEFS

Shipments Slow, But Many Countries Contribute to Varied Range—Novelties for Children

ONE of the leading importers of Irish, Swiss, and Japanese handkerchiefs states that by the middle of September only 25 per cent. of his orders placed for delivery this year had arrived, as against 60 per cent. delivered at the same time last year. The difficulty is partly due to increased business, partly to shipping difficulties, and partly to the difficulty which European factories have in turning out the goods. The last is especially affecting the supply of linen handkerchiefs since the products from the big majority of the looms of the large factories are Government orders for aeroplane requisites. No orders for linen handkerchiefs of any kind are being taken without confirmation at the current market price. Previous to that regulation the increase on one order for

plain linen handkerchiefs amounted to 17½ per cent., but owing to the size of the order—4,000 dozen—and to the fact that the order had been accepted, a rate at 12½ per cent. increase was agreed upon. These goods are now 150 per cent. above what they were in January, 1915.

"I shall be glad when we have to go after orders again," said this importer. "It will level up business and give us far more certainty. As it is, we cannot guarantee delivery; prices are continually changing, and no one from manufacturer to retailer can bank on his goods being on hand for the holiday trade. October will make a big difference, however. We expect big supplies in during the month, but there will be no smooth sailing until after the war is over."

Many Markets Make Variety

Meanwhile the shipments that have arrived contain much that will be of interest for the holiday trade and demand is very keen. Hosts of shoppers hit every year upon the handkerchief as the one and only gift suitable where use, beauty, fine quality, novelty and thrift must all be united and varieties for men, women and children are all to be had, as well as the large, red and blue cashmere patterns and mercerized novelties used for work bags, aprons, dressing sacques and a variety of other necessities.

For children there are some novel boxes to be had containing quarter and half-dozens, which are very interesting. One box done up like a bon-bon box has war pictures on the lid; another has a perpetual calendar; inside another is a game of cards or a bottle of perfume; one has an envelope attached to the outside lid containing animals from Noah's Ark; suspended from a seal on another lid are various loose gilt cut-outs, such as pigs, Swastikas, horseshoes, etc., all of which make especial appeal as gifts for children.

Silk, khaki and mourning handkerchiefs are also on hand now. Altogether, the collections from Switzerland, Belfast, Manchester, Japan, the United States and our own Canadian manufacturers provide at the wholesalers, after all, a big range already and at prices which certainly are not on present market bases, for these necessarily were a long time coming.

TRIMMINGS

Laces, Nets, Embroideries and Beads in Rich Colorings Still Favored—Much Lace Required for Christmas Trade

THE increasing activity around the retail lace counters is indicative of the renewed "season of laces" which importers have predicted. Despite the continued obstacles in the way of goods on order from Switzerland, France and England, there has arrived in this country a most creditable array, exhibiting still the fineness of material and the exquisite workmanship to which we have become accustomed in the products of those countries.



Real "Pocket" Handkerchiefs

The pearl grey embroidery sets forth real pockets in these three handkerchiefs. The centre one has a buttonhole for the tiny pearl button which is sewed to the under part Shown by Novelty Lace & Veiling Co.

As the vogue for soft sheer gowns and smart neckwear continues, the use of fine laces and nets is ever increasing, and the demand for them extends from the narrowest edgings to widest flouncings. Especially for Christmas gift-giving are these laces, being combined with various widths of ribbon in flesh and ivory or white mostly, for dainty underwear and boudoir articles.

For dress and blouse trimmings and blouse slips, all-overs have some call, but the narrower laces in fine hexagon and filet meshes, in both cotton and silk, are used a good deal. Filet edgings and insertions continue good. There is some feeling that filets will drop off at the end of the Winter season, but so far there is nothing definite on the way to replace it, and until there is, filet will probably retain its present place, which, of course, has never been so prominent in Canada as it has been to the south of us, nor yet so much here as it has been for the past year.

Among the new fine net laces one of the recent arrivals has a very neat edge closely imitating tatting, which is so favored by hand-workers at present. There are many other styles which are particularly attractive for the making of jabots, and these are taken up readily.

ACCESSORY NOVELTIES
In Paris and New York

A NOVEL dress laced shoe in Paris is fashioned of golden brown Ottoman silk with revers, tip and heel of brown velvet.

A "trench vest" is worn instead of knitted wool jackets under coats, and is made of fine jersey cut straight to the hips and tucked at the waist in front, belted at the back. One of tan has high collar and cuff at hem of blue.

A set of kerami consists of hat, stole, muff, cuffs and anklets.

A new knitting bag of dull gold embroidery lined with bright green has a detachable purse to match suspended from the frame outside. Another is of ochre yellow felt with flowers punched of same material. Draw ribbon is beaded through straight stitched band.

Silk stockings are shown embroidered on the instep with emblems of the United States army and navy, a private's hat, officer's cap, crosses, rifles, anchor, etc. Then there are little capes whose collar fastens to the stocking. They hang loose about the ankle serving as spats.

One of the newest fans is of ostrich with the flues uncurled and clipped to a point so that each plume resembles a flat, conventional pine tree.

A trench helmet and neckpiece are of rows of grosgrain ribbon. The neckpiece is hourglass shape and edged with nutria. With this set and a smart close-fitting veil a young lady looks very "soldierly."

The newest pyjamas are of pink crepe de Chine with two "bustle" frills of wide satin ribbon.

A CORRECTION

An unfortunate error occurred in the advertisement of The Hudson Bay Knitting Co., Ltd., Montreal, appearing in the October issue of this paper. The advertisement, in question, featured women's fine kid and chamoisette gloves, and illustrations of these were shown. It was the intention to give a short description of the kid gloves immediately beneath the illustration; however, this description appeared inadvertently beneath the illustration of the chamoisette gloves.

D'Allaird Mfg. Co., Ltd., blouse manufacturers, are opening a branch in Calgary.



Where Kelly Sales Originate

HEADQUARTERS AND
GENERAL OFFICES

Owned and Occupied by

THE
T. K. KELLY SALES
SYSTEM

MINNEAPOLIS, MINNESOTA

"The Service System"

A Little More Light, Please—

A wholesaler from Montreal sends you a bill of goods that is not up to sample, and refuses to permit you to return it.

The lawyer who defends your case against the unscrupulous jobber fails to win because of his incompetence—and you are forced to pay.

Is that a sound reason why you should declare all Montreal jobbers dishonest and all attorneys incapable?

Objection to sale companies is often made by those who have seen or employed unreliable firms who are of no service and are sometimes a detriment.

That such sale companies do exist, no one can deny—but the blame for their misdeeds can be laid only at the door of the merchants who support them by giving them employment.

If these irresponsible concerns were subjected to searching investigation, their incompetence would be shown, their employment would cease and they would be eliminated from the world of business.

No thinking man can indict a nation for the misdeeds of individuals. No merchant is justified in condemning real sales service upon the practices of irresponsible concerns.

There is a sales company rendering genuine sales service—a complete merchandising service bureau which has been growing every year for twenty-three years—which has a net responsibility of over a quarter of a million.

Investigation will confirm this to any merchant who needs service—regardless of how prejudiced he may be.

"What is this Kelly Sales System Anyway?"

Just This—

Not a sales company in the popular sense of the word, but—

A *merchandise service bureau,* organized and equipped to render to retail merchants a service similar to that rendered by advertising agencies to manufacturers of nationally advertised products—

With the sole object of assisting merchants in the solution of their merchandising problems—

And for the accomplishment of that end, maintaining an efficient staff of merchandise and advertising men, mature of mind, widely experienced and conscientious of purpose—

A group who believe in their business, because they know that just as the greater retail institutions of larger cities have their expert men to study the market, and to sell and buy, so does the small and average retailer need special merchandising service at certain times and seasons—

And that is the position which the sales company fills in the chain of distribution.

What Your Problem is—

You know better than we—but what the solution of that problem is, we know better than you. It may be small turnover, due to slow trade, too heavy stock, excessive competition—or any number of causes. Or you may have difficulty in selling a business you wish to dispose of.

Whatever your problem is, it will cost you but a few pennies to find out if we can help you.

Your inquiry should give details, which will be held in confidence and given prompt and careful attention.

THE T. K. KELLY SALES SYSTEM

MINNEAPOLIS **MINNESOTA**

"IN STOCK" BEATS "WE ARE JUST OUT"

You can sell "what's selling" if you hitch up with

"Wear-Right"
REG.U.S.PAT.OFF.





GLOVES

We have it *in stock*—and you do not get "We are just out."

For example

French Kid, Washable Cape and Chamoisuede

are the big sellers now.





We have them *in stock* for

INSTANT DELIVERY

and we have everything in Gloves for man, woman and child.

Send Us Your Orders or Write for Samples.

WIMELBACHER & RICE

America's Largest Stock Glove House

39 Union Square *See Us While in America* **New York**

CONDITIONS imposed by the war have made it impossible for us to give you that service which you rightfully expect.

However, the kindly patience shown by our friends has made things easier, and we sincerely thank you all.

If you will continue to bear in mind, we are up against the same big problem that you are—shortage of help and supplies—we will both be able the better to pull through until normal conditions reassert themselves.

Order before your stock runs out.

Mercerized Embroidery and Crochet Cotton
Silk and Satin Linings
Needlecraft Novelties
Braids and Tapes
Silk Threads
Dress Silks
Ribbons

We promise you the best service possible in these times.

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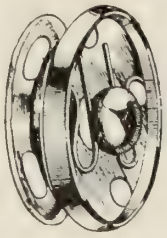
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SPECIAL—Fancy Ribbons and Needlecraft Novelties for Xmas Trade.

Colonial Maid Dress Fasteners

know when to hold and when to let go

The only Spring Fastener made in Canada and superior of all others.



It's all in the WIRE SPRING

STRONG—DURABLE—MADE OF BRASS

Four Sizes

Nos. 1-0-00-000



Two Colors Black and White

Guaranteed satisfactory in every way.

Mounted on showy cards of one dozen. Sell on sight. Liberal profits.

Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

TO BE HAD OF ALL LEADING WHOLESALE HOUSES.

The Colonial Fastener Co., Limited

Sole Manufacturers

500 Parthenais Street, Montreal

New Christmas Neckwear



The Birmingham Neckwear for Women

The Only Exclusive Women's Neckwear House in Canada.

T. H. BIRMINGHAM *and* CO., LIMITED

93 TO 99 SPADINA AVENUE, TORONTO



Your Christmas Neckwear

Right now when the annual problem of buying for the Xmas trade presents itself is the best time to test the value of "Phoenix" Service. What you want now you want quickly—and you'll get it quickly if you place your order here. And, "Phoenix" Service means more than prompt shipment. It means that the order will be filled correctly, that every piece will be perfect in workmanship, and that it will be right-up-to-the-minute style.

Test "Phoenix" Service on Neckwear, Boudoir Caps, Aprons, Camisoles.

PHOENIX NOVELTY CO. Dry goods Novelties

Phoenix Novelty Company

PHOENIX NOVELTY CO. Dry goods Novelties Toronto

TORONTO, ONT.

Griffin Gloves

make Ideal Christmas Gifts

Gift-giving this year will be largely in useful articles and what could be more useful or more acceptable than a pair of Griffin Gloves.

All Canadian Made TRADE MARK Griffin Gloves *Washable Chamoisette*

In urging your customers to make such a sensible gift you will be aided by the prevalent desire to economize for National reasons, and by the fact that Griffin Gloves are all Canadian made—two good patriotic reasons. Urge Griffin Gloves for Xmas Giving.

RICHARD L. BAKER & CO., *Sole Selling Agents*

100 WELLINGTON STREET WEST, TORONTO



RIBBONS FOR SPRING, 1918

We have bought extensively to protect our customers for Spring and why not entrust us with your complete range of narrow and wide taffetas, satins, lingerie, grosgrains, etc.

Reasons for Protection

Prices are low to-day to what they will be next Spring.

Your favorite qualities will be entirely off the market.

Our qualities, widths, shades are perfect.

Samples upon request.

Let us look after your wants.

RIBBONS, LIMITED

55 BAY STREET, TORONTO

SILKS, LIMITED

Selling Agents tor Western Canada

CALGARY, ALTA.



White Duchess Satin stock with two deep turnover points in front, trimmed with small silk buttons; jabot is of fine embroidered silk net, made in point effect.

Another Finnie Business-Getter

Each new Finnie Creation illustrates the reason why there are no slow seasons with Finnie Goods. Snappy, novel designs that interpret the very latest ideas of Dame Fashion are bound to get the big business. Plenty of designs in the Finnie Line, and everyone a seller. Get yours early.

CAMISOLES ranging from $6.00 to $45.00 a doz., in crepe de chine, satin de chine, Jersey cloth, jap silk, allover laces, all neatly trimmed with hemstitching, Val. insertions and ribbon rosettes.

BOUDOIR CAPS a large assortment from $4.50 doz. up to $36.00 doz., in fancy crepes, silks, satin, nets and laces with dainty trimmings in tiny flowers and ribbons.

TEA APRONS—We have a big variety of shapes and styles in sheer organdies, lawns, dotted Swiss and check effects, lace and embroidery trimmed, finished with hemstitching or cross-stitch machine. These range in prices from $2.25 to $12.00 doz.

A. BRUCE FINNIE *and* COMPANY

Corner Craig and Gosford Streets - MONTREAL

The Lace Goods Company, Limited

More Handkerchiefs will be sold this Christmas Season

This "National Economy" idea which possesses the country at present is going to affect you as well as the Butcher and Grocer. Not that it's going to decrease your grand total of sales, for the people are prosperous, but it is going to decrease sales of the more frivolous articles and increase sales of the more useful and necessary.

For this reason your stock of Handkerchiefs—especially in gift lines—should be unusually complete this Christmas season. We have prepared for a large Handkerchief business this season, and can consequently give you good service if you wish to sort up.
Mail orders given prompt and careful attention.

Remember that we also specialize in Laces, Embroideries, Curtain Nets, Scrims, Dress Voiles and other wash fabrics.

The Lace Goods Company, Limited

64 Wellington Street West Third Floor Empire Building Toronto, Ontario

IMPORTERS AND MANUFACTURERS' AGENTS



Looks just as pleasing on your counter as they feel on your customers' hands

There's genuine sales-appeal in the appearance of H.B.K. Suedette Gloves. Lying there on the counter before your customer they speak plainly and convincingly of that style and service satisfaction which they are so sure to give. Your sales people will find Suedette Gloves sell easier than any other make of Fabric Gloves.

Suedette **H.B.K. BRAND** Gloves

One season in your Glove Department will convince you, and your customers, too, that the safe way to order Fabric Gloves is to say, "H.B.K. Suedette." They come in white, chamois, light grey, dark grey, brown, khaki, Egyptian, black and buck color.

The Hudson Bay Knitting Co., Limited
MONTREAL



CHRISTMAS TRIMS AND BACKGROUNDS

Some Original Ideas That May be Utilized For Holiday Trims.

A PROMINENT art lecturer once said: "One can only put into his work what he knows and nothing more." The reason why so many display managers are so helpless when it comes to designing something original and appropriate for their Christmas windows is because they have failed to accumulate a fund of knowledge which would enable them to plan suitable settings.

By studying colors, motifs, the different period decorations, as well as other fundamentals in the world of art, any display manager of average ability will be able to devise a variety of window backgrounds which will give both tone and selling power to his displays.

A Triple Reminder

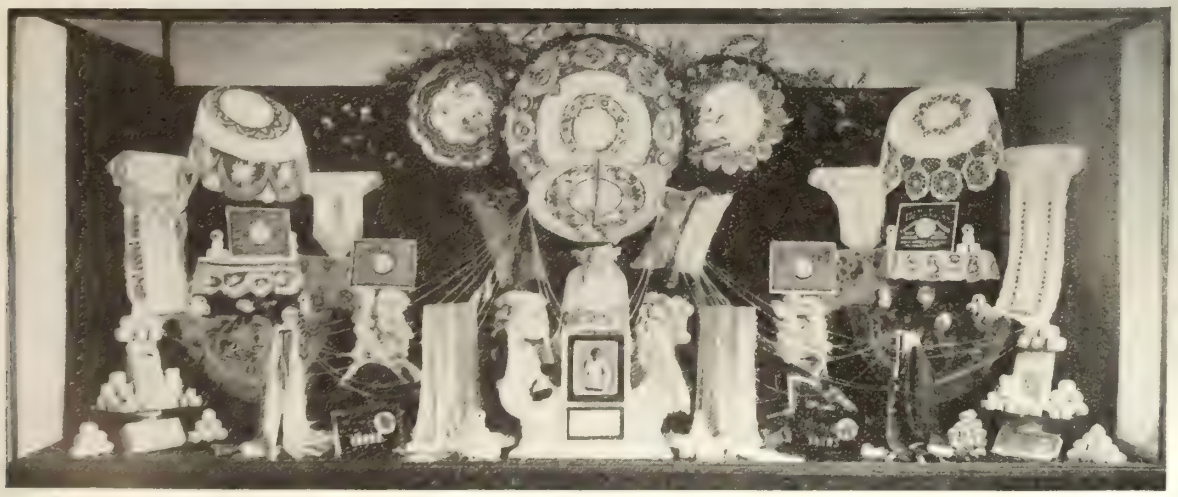
There are certain things which must be borne in mind and never overlooked if the Christmas displays are to be handled correctly and the most satisfactory results to be obtained. These points may be classed under general heads, as follows: Color scheme, flowers and foliage, and motifs.



A Splendid Panel Background.

The colors which are especially appropriate to Christmas settings are cream, gold, white, silver, red, green, and all metallic tints that are in any way related to any of the colors in this list.

The list of flowers and foliage available for a holiday window will include poinsettias, metallic roses, chrysanthemus, immortelles, ruscus, oak, grape, holly and mistletoe, together with sprays in plain white and frosted, also tinted in shades of green and red. Ferns also of various kinds can be employed to good advantage.



A Linen Display of Merit

Materials for Motifs

Motifs made from holly and mistletoe leaves, bells, stars, wreaths, etc., are always good. These can be cut from felt and applied, or they can be executed in stencil. Plaster and wood ornaments worked in various designs are frequently strong features in an approved Christmas display. Then, too, felt, cotton-flannel, muslin (treated with alabastine or other material), also various imitations of woodgrain, marble, onyx, etc., are effective as appropriate and serviceable coverings.

There are an almost unlimited number of good decorative materials now on the market, which, in the hands of the well-informed display manager, can be worked into a variety of excellent Christmas settings. Examples of how a number of these products may be utilized are included in the designs illustrated in this article.

An Interchangeable Screen

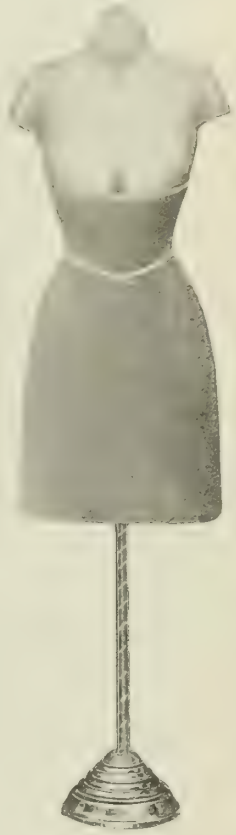
No. 1 shows an interchangeable screen, decorated with appropriate Christmas decorations, consisting of a Santa Claus head applied to a circle made from composition board covered with some sort of green-colored material. Japanese wood fibre roping and bells of various sizes in connection with the festoons of holly are arranged in a very graceful fashion at the top of the screen, the roping being green, bells red and holly with a light green tint and bright red berries. The framework of this screen is made from ⅞ in. lumber painted with cold water paint, in a pure, white color.

The panels are backed up with a delicate shade of green material. This entire screen is so constructed through the use of dowels, etc., making it in such a nature that it may be easily taken apart and transferred to any window you may wish to place it in. A long, low platform may also be utilized to good advantage at the base of the screen, to rest on the floor flush up against the screen. The size of this platform will have to be governed according to the window dimensions.

ITEMS OF EQUIPMENT NOTICED

THE Northway Co., in Orillia, keep their 16/4 linoleums rolled on a rack that will hold eight pieces. The goods are unrolled for display and re-rolled by means of a large wooden crank, and the labor of showing this class of merchandise is largely done away with. This rack, which could be made by any carpenter at comparatively little expense, consists merely of two heavy upright standards shaped as per accompanying cut, and the linoleum is rolled on rollers of sufficient strength to carry their enormous weight, and the ends are carried past the standard, and are fitted with square iron bands, on which the crank for handling them is placed. While the roller idea is not new, it would seem that a rack as simply made as this one would be worth while for every merchant to consider, as the labor involved in cutting the wider pieces of linoleum is considerable.

Another splendid device is the type of wallpaper display racks used by the Eaton Co. in their Toronto store. These consist of a series of book-like leaves, standing about 6 feet from the floor, and being about 2 feet wide. These are solid, and the paper to be displayed is fastened firmly to them, and two patterns can be shown to each leaf. These again are in groups of twenty-five, contained in a standing fixture, with a closed-in top, where semi-concealed electric lights complete the effectiveness of it all by flooding the paper displayed with plenty of light.



One of the new enamel forms, particularly intended for displaying lingerie. Shown by Dale Wax Figure Co.



A WINDOW THAT SHOULD SELL TOYS

Some good ideas can be got from this to work into the Christmas trim.



Your Christmas Decorations

Our artificial flowers and natural plants preserved, are just what you need to add the final touch of attractiveness to your holiday decorations. Beautiful effects can be quickly and economically secured by their effective aid.
Prices, samples and illustrations of **Artificial Flowers, Artificial Plants, Artificial Vines, Window Decorations, Store Decorations, Natural Ferns** and **Plants Preserved** upon request.
We are the only Canadian house manufacturing these lines and are prepared to give you the best service in every respect.

L. J. A. DEROME, LIMITED
36 West Notre Dame Street - - MONTREAL

37 Years Making Display Fixtures

ONKEN YOUNITS INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

NO MATTER WHAT BUSINESS YOU ARE IN

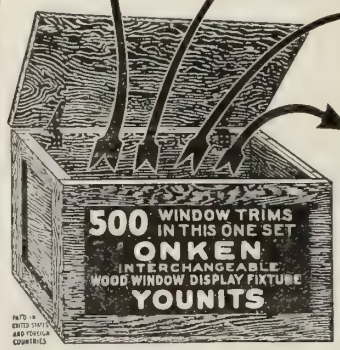
We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim the windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

New Construction, No Screws Screwing into Wood.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?



Here are some of the different Show Window Sets we make.

Set for Dry Goods . . Windows
Set for General Store Windows
Set for Furnishing . . Windows
Set for Clothing . . . . Windows
Set for Shoe . . . . . Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

Say You Saw It

in

Dry Goods Review



Write for samples of

S. P. B. Bags
and Open End Catalogue Envelopes

We specialize in

Transparent Glassine Bags
for Shirts, Collars, Underwear, Hosiery, Etc.

Millinery and Hat Bags

247-255 Carlaw Ave.

Give your Clerks more time for Selling

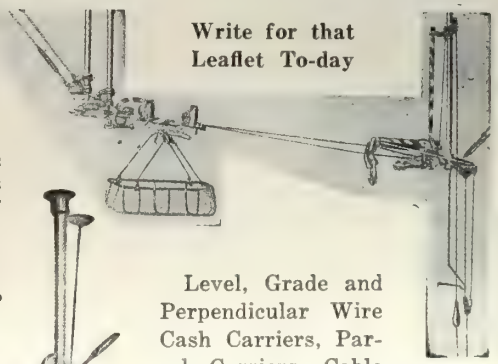
Making change, wrapping up goods, checking up sales, takes time that might be used in selling more goods. And it takes the clerk's mind from his real business, which is to sell.

Write to-day for our four-page leaflet which shows how you can relieve your clerks of their cash-boy duties, thus giving them greater opportunity to display their full selling ability and how to obtain a double check on sales.

Gipe-Hazard Store Service Co., Ltd.
113 SUMACH STREET, TORONTO, CANADA



Write for that Leaflet To-day

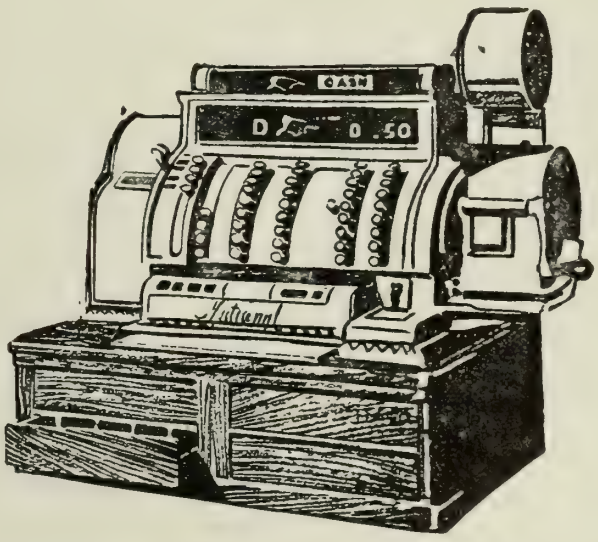


Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes.

Full Profits

IN these days of narrow margins, a merchant must secure all his legitimate profits. Losses mean failure. Mistakes and carelessness cause losses. If a charge transaction of one dollar is lost or destroyed, the profit on a ten dollar sale is eaten up.

Safeguard profits. Install the National Cash Register system for protecting retail merchants. The electrically operated National Cash Register and the National Credit File are earning their way in thousands of stores to-day. Write us for full information. This request will place you under no obligation.



The National Cash Register Company
OF CANADA, LIMITED
Toronto **Ontario**

FUR DEPARTMENT

HIGH GRADE FURS SELLING

Hudson Seal in Coats—Fox, Hudson Bay Sable and Mink in Neckpieces—Ermine and Skunk Strong For Trimmings.

THAT the Canadian public may have decided to economize in some lines is probable, but one has only to step into any of the leading Yonge Street fur stores to realize that this tightening up of the purse strings does not apply when furs are needed or desired.

All who are connected with the fur trade report business good, and this can be vouched for by the casual observer as he notices the busy clerks and crowded stores.

Fur coat styles have become so closely associated with prevailing trends in cloth models that many of those shown this season are almost exact reproductions of smart models in velours, bolivia or velvet shown earlier in the season.

Deep collars of contrasting furs that envelop the chin are almost universal, and trimming bands are also used freely at bottom of coat and cuffs. The fur of the hour, in so far as coats are concerned, is Hudson seal, with skunk and ermine the popular trimmings. Some of the coats so made are superbly handsome and cosy-looking.

In the smaller furs, the cape or dolman style has ousted all competitors for first place in the buying public favor. The amount of fur that is required to make this style of wrap, is of course, considerable, but the additional cost does not seem to hurt their selling power. Coming next are caperine and collarette styles, with the long straight throw still being desired by a few people.

Muffs are almost exclusively of either barrel or canteen pattern.

The furs demanded for these pieces are Hudson Bay sable, cross fox, mink and black fox, the foxes being mostly made up in regulation animal styles.

New York reports long fur capes, reaching to the knees, as good sellers; but "everything goes" in so far as length is concerned.

Muskrat is leading in the lower-priced furs, and is shown in various styles of flat collarettes and in both barrel and canteen muffs.

One handsome piece in the less expensive furs is a short fitted cape of nutria, attractively trimmed with a black striped muskrat collar and a muskrat banding on the loose cape sleeves.

Little pockets are frequently noticed in the shorter capes. One model in seal boasted four pockets—two breast and two below the waist line.

Mink, in spite of the fact that it has been decidedly cast aside for the last couple of years, is still finding a number of admirers, and it is probable that it will be back in fairly good strength next season.



FUR BUYERS BUY BONDS

AT the fur auction recently held in New York City the visiting buyers were canvassed for subscriptions to the Liberty Loan, with the result that sales were

made of $1,380,000 worth of the bonds. Among those present at the sale were the following Canadian buyers:

Montreal—William Coristine, William Hoerner, A. Bissert, of the Hudson's Bay Company; James B. Marion, of the Marion Trading Company; Edward Pollack, A. E. Hassert, of J. Bordeau & Son; L. Levinson, B. Halpern, R. B. Lindsay, of Holt, Renfrew & Company.

Toronto—John Hallam and J. H. Ledger.

IS NOW IN ST. THOMAS

MR. J. H. GOULD, formerly of the Sherwood Stores, of Regina, which were recently taken over by the Regina Trading Co., has gone to St. Thomas, where he is now conducting the business so well known as J. Mickleborough, Limited. The new name is J. H. Gould, Limited.

FURS BRING GOOD PRICES

St. Louis Fur Sales Held October 8-12—Good Prices Secured On Nearly All Lines—Partial List Shown

THE fur auction sales held at St. Louis, as usual, brought together a large number of buyers, and the results are said to have exceeded expectations. Most furs showed considerable advances on the prices obtaining last Spring. The list given below shows the average advances or decreases registered from the April prices on a number of the leading furs:

Alaska Seal Skins	declined 15%
Blue Fox	advanced 20%
Russian Sable	unchanged
Lynx Cat	advanced 50%
Nutria	advanced 25%
Mink	advanced 30%
Fisher	advanced 25%
Kolinsky	unchanged
Raccoon	advanced 15%
Otter	declined 20%
Beaver	advanced 12½%
Ermine	advanced 12½%
Red Fox	advanced 60%
Muskrat	advanced 30%

Owing to the free use of fur on all ready-to-wear, very prosperous conditions exist in the trade and it seems probable that prices will be even higher at the Spring sale.

Fire loss estimated at $15,000 was caused by a recent fire in the plant of the Kitchen Overall Company at Brantford, Ont.

GETTING THE RETAILER TO COLLECT BILLS

The "Dead Beat" is Cause of Failure of Many Merchants—Merchants Should Adopt Confidential Relations With Their Bank Managers—Many Show Reluctance to Give Truthful Statement of Their Business.

Editor's Note.—Elsewhere in this issue there is a letter from a general merchant, strongly favoring a credit business. Even those who will agree with what is there said, and these will include many successful merchants, will admit the necessity of prompt collection of accounts, and the utmost care is essential to keep the loss down to a figure that will make credit-giving a profitable venture. Particularly at the present time with the dry goods merchant paying unprecedented prices for his merchandise, with selling costs mounting daily, with deliveries on many lines much behind schedule, the utmost care should be exercised in selection of accounts. Merchandise is too valuable to give away. Moreover there never was a time when accounts could be collected with greater ease than the present. Your customer is probably getting more money than he ever had before, regardless of whether he is a farmer, laborer or mechanic. There should be no excuse for a merchant having to write a large number of accounts to the debit of his profit and loss account when he strikes his annual balance in January, 1918, except gross carelessness. The article below appeared in a recent issue of Financial Post, and while written largely for the perusal of bank managers there is very much in it that the average retailer can take to himself and digest to the benefit of business ability.

THE branch manager who has to do with the small retail merchant is something more than a mere dispenser of credit. After making a loan he naturally becomes interested in the business affairs of a customer, in watching that the "margin of safety" is maintained. He establishes himself as a sort of financial adviser—and if he can make the relations those of a "business confessor" so much the better. Intimate relations between the banker and his customer are to their mutual advantage at practically all times.

Discussing the relations of bank and retailer with a bank manager in a city business district where there are many small accounts, I asked him what he considered was the most important factor in the solvency and stability of the retailer. From the fund of experience of many years in one community, he replied immediately that it was keeping close tab on the charge accounts. The bugbear of the small retailer, in his opinion, is the uncollected account—which so often becomes "uncollectable" after being "uncollected." He referred to an instance which emphatically covered his point:

"Only this morning there was a grocer in here who was bemoaning the disappearance of a customer who owed him $70. He had given up hope of making the collection. I figured out for him that on the amount lost—lost to all intents and purposes from his private pocket—he dropped the return on, say $700 of business. When he started out to figure what $700 business meant to his store and what it would mean in time and effort to get new trade to that extent I think he caught my point that there was as much profit in checking up current accounts as in developing new ones."

The bank manager must of course recognize that the average retailer is in competitive business, that he must make certain credit allowances, and that he cannot always make hard and fast rules. But the fact remains that it is the experience of branch bankers who have been in their fields for years that the great majority of failures which have come to their attention have been the result of loose credits. The manager I have referred to impressed upon the retailer at all times the necessity of watching accounts. System is of course necessary but it need not be elaborate; the trouble is that too many small merchants have practically no system whatever.

In a general way the rule is good that, when a man has a weekly account, he should be asked to pay at the end of that time and that there should be no further credit unless there is ample explanation and assurance. The same would apply to a fortnightly account or to a monthly account—although the latter should not be encouraged unless there is a good understanding between merchant and customer. Also the manager may quite well advise the retailer to keep an attentive ear for news concerning his customer; changing conditions as regards local industries or personal affairs may often have a direct bearing upon the customer's proper current rating.

The foregoing merely illustrates one way in which the manager may exert an influence in the affairs of the retail merchant customer. The opportunities are frequent for suggestions or advice along practical lines, which will not only improve the account for the bank but will permit of better financial service by the bank to the customer as well as tend to increase the latter's business profits.

In many respects the small merchant makes errors of neglect or thoughtlessness which may have a direct bearing upon his credit standing with the bank

(Continued on page 94.)



This handsome Hudson Seal Jacket we consider very exceptional value at the price. Made of prime skins, well finished and beautifully lined.
Price, $160.00



Raccoon Coats; large and complete assortment; these coats have deep collar, comfortable, long, wide sleeves; large arm holes with leather shields, and extra wide skirt completely covering knees when seated. The ideal coat for motoring or driving.
Prices, $124, $140, $160, $180, $200

FURS

Hudson Seal
and
Muskrat Jackets

Ready for Immediate Delivery

The last word in style and exclusiveness; strictly high-grade quality skins used in the manufacture of all our Furs; none but expert fur-workers employed in our establishment.

We carry a full range of

Persian Lamb Jackets

We are the recognized headquarters in Montreal for Persian Lamb, and we are still leaders. All our Persian Lamb Garments are made from selected skins, carefully cured, dyed with the best dye, sorted and matched by experts in our own factory.

Dressed Skins

Always in stock—Persian Lamb skins, in original bales or selected; also minks, ermine, Hudson seal, cross and silver foxes, raccoon, and an immense assortment of choice otter skins.

An Unrivalled Collection of

Men's Raccoon, Muskrat-lined
and
Fur-trimmed Coats

Write for our Catalogue

CUMMINGS
AND
CUMMINGS

Cor. St. Paul and St. Sulpice Streets
MONTREAL



Beautiful Muskrat Coat, extremely good value and of guaranteed quality, cut full and roomy, fine quality lining; 45 inches long.
Price, $72.00



Muskrat-lined Coat; specially imported light weight black beaver cloth, full-furred muskrat lining, otter or Persian lamb collar.
Price, $68.00

Fur-trimmed Coat; heavy weight beaver cloth, interlined to waist; tailored in our factory; otter or Persian lamb collar.
Price, $36.00

You will see many such in our Catalogue

This set of beautiful Lynx meets the popular demand for style and "quality looks" at a reasonable price, and is having a very wide sale. Its snappy style will appeal especially to the dressy young woman who must be always correct. The full-value, Gnaedinger quality is "built in" as usual.

Our catalogue which we are anxious to send you is full of just such stylish, profitable examples of the furrier's art. In justice to your Fur Department you should be familiar with this book—it's yours for the asking. Send for your copy to-day.



This is our No. 540 Tarpon Stole and No. 354 Melon Muff, made in three shades: Natural, Black and Taupe; in Lynx, Wolf and Fox also in Cross Fox.

L. Gnaedinger, Son & Company

90, 92, 94 St. Peter St., Montrea

READY-TO-WEAR

NEW YORK'S LATEST FASHIONS

Novelties Not Frequent But Styles Interesting and Attractive — Chinese Influence Remains Strong—Many Models of Velvet and of Satin.

NEW YORK, November, 1917.—The vogue for Chinese things is really exciting, especially if one happens to have seen the London musical comedy success, "Chin Chin Chow." While interest is high, the stores are doing their bit to satisfy the people. Gimbel Brothers had a Chinese setting to their semi-annual promenade de toilettes. Native Chinese silks for coat or wrap linings, draperies, wall panels or table scarfs were shown at Macy's. They included brocaded silks, Mandarin brocades in gold, blue, light pink, flesh, sand, and wine—and metallic brocades in many shades of satin. One of the most frequent results of the Chinese influence is in the wide loose sleeves of elbow or three-quarter length. Long white glace gloves were noted with these sleeves. At Oppenheim Collins Mandarin coats embroidered in colored silks are priced at $5.90.

Bolivia cloth seems to be as pronounced a fashion note as last—or even more so.

James McCreery & Co. are showing a coat of green Bolivia; it is seven-eights length and moderately full so that it falls in pleats; cape collar, longer in the back and cut square on the centre, the collar passes over the raised waistline, the belt passes through slits on the side of the collar, deep turnover collar of seal; long sleeves, self cuffs.

Chinese Designs in Wool

A smart tailored serge model at Gimbel's has Chinese designs of wool embroidery on the low belt, the large cuffs and on the side panels which fall from the hips. The collar is said to be made after a Chinese style. Another model, tailored on straight lines, has the collar cut in scarf style of gray silk poplin, which forms the revers also. The left side has an embroidered Japanese scene upon it with a large tassel, thus giving the one-sided effect.

At Lord & Taylor's is a Castor Bolivia long full coat with deep border of sealskin that goes up to the neck on either side of the front; the black is all of the fur with a cape effect over the sleeves.

Stern Brothers featured a line of coats in Pom Pom Bolivia and Silvertone in swagger and semi-fitted styles with fur collars and silk lining.

A model of green Bolivia is exhibited at Franklin, Simon & Co.'s. It is seven-eights length, on the back the skirt section is moderately full; the fronts are straight, seal collar, the upper back is covered with a panel of seal which is narrow at the neck, wide at the waistline meeting a front belt; long sleeves, seal cuffs.



A NEW YORK MODEL.

Charming and very wearable is this rich blue charmeuse blouse with wooden bead trimmings and vest of pleated white organdie stitched in red.

Much Velvet Shown

Velvets of all types and many colors are featured daily and make up some of the most attractive costumes to be had. In a window of misses' dresses at R. H. Macy's is a model of cadet blue velvet; it has a skirt with a broad front and back panel, the front panel is cut longer on the sides and drapes in a cascade; the waist is made on straight lines, square neck, flat fur collar; long sleeves; very wide girdle, crushed and finished in an end on the left side.

A black velvet is in one piece and made on long lines, it fastens the front from the neck to the hem with jet buttons; the skirt is draped in a bustle; long sleeves, banded with ermine fur; high collar edged with fur.

Worth is showing a dress of red velvet; the skirt has all the fullness pulled to the back in a bustle; basque waist; on the bottom are heavy cord tucks; the basque fastens to the left side; high mole collar; long sleeves edged with fur.

At Gehlen & Co.'s is a dress of pinkish red velvet; the skirt has a broad panel front, the back panel is narrow and shirred in a bustle, it is gathered at the waistline, the bodice is laid in folds, narrow velvet shoulder straps; across the front is a crushed girdle with tab ends extending to the hipline on the sides.

Among the wraps at Best & Co.'s is one of cadet blue velvet; it is full length, the straight fronts are cut with long ends which pass over the shoulders in a long pointed cape, the cape is laced with a heavy blue silk and silver metal cord, the back is slashed to the waistline; the bottom is banded with fox, fox flat collar.

Exhibited at Franklin Simon & Co.'s is a coat of red velours; it is seven-eighths length, and has a slight fullness below the waistline back and front, the bottom front is trimmed with four bands of seal, the side seams to the waistline are banded with fur; deep fur collar, the coat buttons high; long sleeves trimmed with three fur bands; girdle, tassel trimmed on the back.

A New Fabric

A new fabric called "silver twist" which is similar to cotton jersey, is

shown in a sports model, with straight lines. The coat has a deep point in front, and the same is seen in the front of the skirt.

A number of new ideas in check materials are seen. These are large, but not at all blatant, as the background is beautifully blended in with the color. Novelty materials show woven checks of the same material.

Much white broadcloth is used for collar and cuff trimming. It is combined with a leather yellow, a slate blue and a novelty cotton and wool material that looks like gingham.

Yokes and Norfolk suggestions are seen in the general sports lines, while the backs are usually formed in panel effect by the cutting of the sleeves. Most of these extend to the waistline.

Low waistlines are seen on all models. Many of these are loosely belted, others are merely shirred. The side fastening is favored, whether the collar buttons to the throat or not.

One window of challies was shown at James McCutcheon & Co.'s. Some with all-over tiny rosebuds, others with cluster stripes on a colored ground, and some with colored stripes and all-over black pin-dots.

A Boyish Mackinaw for Girls

A boyishly tailored Mackinaw at $7.49 that may be worn for school, sports, motoring, or general utility is being shown for girls at Macy's. This useful coat comes in heavy blanket cloth in attractive plaids. It is double-breasted, with a shawl collar and large sports pockets and the wide belt is finished with a metal buckle.

Other Novelty Fabrics

Franklin Simon's are showing suits in the new materials, Siberia cloth and chamoisine, and in other soft, clinging fabrics, which characterize this season's modes. These suits feature muffler, shawl, scarf and convertible collars. New strictly tailored models, not fur-trimmed are being shown also.

One coat is in the new basque effect, in the fashionable sombre shades of cashmere velours. This model is fitted in at the waistline with a simulated sash belt which ties in front. Close fitting sleeves, flat box pleated sides and high collar of nutria fur are also features.

Lord & Taylor's show a delicate pink satin underskirt trimmed with a deep cream lace and net over-drape from hips to hem. The over-drape is latticed underneath with pink satin ribbon which is caught up with tiny bunches of France roses. Another, designed for a bride, features the harem or Zouave effect. It is made of white messaline with an over-skirt of white chiffon. Lover's knots all around the bottom are of ruffled Val lace with centres of French roses.

A practical and attractive motor coat from Knox is of soft French blue leather. It has raglan sleeves and is semi-belted.

THE CLAUDE FRERES CARD FOR 1918

Greys, Blues, Browns and Greens Predominate

The Spring and Summer color card issued by J. Claude Freres & Cie, Paris, has arrived. It carries 66 shades, with a general tendency toward dark shades and heavy tones. With the exception of three or four red shades and a yellow or two, it is dark, with greys, blues, browns and greens the predominating hues.

African Influence Noticeable

One gets an impression of a strong African influence in the family names, "Moroccan," "Oasis," "Africa," "Egyptian." Another family name is "Thibet," and still another is "Banana." Another is "Ecorces," or bark colors, and jades blues are included. The richest blues are known as "Lupin."

Moroccan Browns

The separate shades are not named, but the variations is from a light gold shade to a brown so dark it is almost black. The three 'Banana' shades, which are yellows, with the darkest a gold, should work well with some of the "Moroccan" family.

Oasis Blues

Six blues are shown under "Oasis." They range in depth from a light, rather delicate shade to one nearly as dark, as the "midnight" blue of last season. The fourth and fifth shades, both rather moderate, are rich without being exactly sombre. Three shades of light blue shown under the general title of "Jade," are suitable for only delicate work. They are so light that two of them are weak.

African Reds

Six reds are included under the name "African." They range from a dark flesh to a deep, nearly blood red. They can be used in conjunction with crimsons and wines. Three other shades of the red family, but which are really flesh and salmon, with a red which closely approaches brick, are named "Egyptian."

Pintade Greys

Three greys which are nearer drabs than greys are offered under the head of "Pintade." Following immediately after them are six shades of greys.

Lupin Purples

Six shades shown under the name of "Lupin" are blues with a purple cast running down into lavender in the lighter and almost to black in the darker shades.

Ecorce Tans

The "Ecorce," or bark colors, are tans with a brown cast. The lightest one shows only a touch of color, while the darkest one is only moderately dark.

Trimming Shades

Eighteen colors are shown in families of three shades each which may be used as trimmings, or could be utilized by themselves in costumes where the lighter colors are wanted. The first are lavender, running into a dark shade which might be a purplish black.

The second group is green, ranging from a light shade, with just a touch of green in it, to a dark hue which is almost black. Three shades of grey, with a little purple, are shown; three purplish reds, beginning with a pink; three tans, the first light and the darkest not strong, and three purples, one of which might be called orchid. These are all trimming colors and will find their use in combination with others of the same general quality.



READY FOR EVERY MOTORING NEED

Pretty yet withal distinctly utilitarian is this motor coat that is intended to serve every purpose. It is of black and dark crimson velvet, rubber lined and ornamented with large bone buttons gold centres.

A SURVEY OF NEW WINTER FASHIONS

Shawl Collar Predominates on Coats—Pom-pom the Fad in Cloth—Velvets and Velveteens Emphasized For Gowns.

AFTER the thorough and detailed discussions of Fall and Winter fashions which DRY GOODS REVIEW has already provided, it only remains for us to observe some of the late incidental features of new things to sell. New York is doing her best to agitate us into the same pitch of excitement with which she is affected over every new thing, and our interest is keen, if not alarmingly expressed.

There are two strong lines in ready-to-wear garments at present. The others are selling to a greater or less extent, according to local conditions, but outstanding almost everywhere are **long coats and dresses.**

COATS

IN the first place, considering coats, there is one feature which has come out strongly during the past month. It reached Toronto almost immediately and is gaining favor. That feature is in the cut of the collar, which has long been perhaps the most important part of a coat. While very many of the huge cape and shoulder collars are still produced and worn, the newest cut to take real hold is the shawl, or roll collar, generous in proportions to be sure, but quite different from the wide convertibles. It extends in surplice fashion to points at the waist in front and rolls high at the neck behind. It is usually constructed of fur, fur-fabric, or plush. Of ten new models produced by one New York firm in October, four possessed this shawl collar, which indicates how strong an impression it is making.

Kimono Coat Sleeves

The shirt and kimono sleeves are also strong notes, and manufacturers say they will appear in Spring models, especially those slightly high at the waist. One new coat has this shape of sleeve, with a seam down the top from neck to cuff.

The chicken coat remains a strong seller. This style, it will be remembered, has a seam at the high waistline (essentially at the back), waist part plain, and full below.

Extremely wide torpedo belts, fur-edged pocket openings, and long tie girdles are shown. Seal, kit, coney, mole, broadtail, chinchilla, and opossum are the favored fur trimmings.

Pom-pom Cloth a Leader

In fabrics, velours are the very biggest item. Kersey, Bolivia, plush, velvet, velveteen, broadcloth, and chinchilla are all popular. The fad of the season is perhaps pom-pom, a soft wooly tufted-looking cloth, already mentioned in earlier issues of DRY GOODS REVIEW. The price of this fabric reserves it for a high-class coat, usually lined with the beautiful fancy or brocaded silks and trimmed with fur—high-priced throughout.

A new Paris coat is of two-toned Bolivia in colors of Pekin, military brown and taupe. The collar and cuffs are of taupe wolf.

In colors, taupe and Burgundy are well-nigh impossible. In fact, some of the fabric manufacturers will not sell any of these colors, which by chance they may have left on hand, without an order covering a bigger yardage of other colors, so steady has been the call upon the two.



TWO NEW WINTER COATS.

Right—Tunic coat of mouse color velours trimmed with seal. Loose panels back and front, banded with fur.

Left—Taupe velours trimmed with seal. Adjustable collar; pockets under second seal band.

By courtesy of "Women's Wear," New York.

DRESSES

WITH dresses as with coats all the season's offerings are selling, and there is one idea that is being featured strongly. Not for years have Canadian retail stores emphasized gowns of velvet and velveteen as they are doing this season. It is used alone or combined with satin, taffeta, Georgette, brocades, lace, net, broadcloth, serge or fur—surely variety enough to please! And taupe, brown, blue, purple, green, ruby, and black are popular colors.

Of almost equal importance with velvet is the influence of the bustle fashion, which Hickson, of New York, originated on this appearance. Especially is this style adaptable for dresses in which draping and soft folds are most admired. A decided demand has arisen for evening dresses in simple, graceful styles of rather high-grade fabrics. The popular retail prices for these are from $30 to $50. The colors are lively and light, including pumpkin, pink, ivory, Nile, lemon, rose, and a few sky. Satin, taffeta, crepe de Chine and Georgette remain the four big silks for dresses.

Tunics With Narrow Skirts

Pleats and slight side drapes are favored, also overskirts and tunics with narrow underskirts. One Paris report claims that fashionable ladies are giving away to refugees their wide petticoats, because they are quite useless with the narrow skirts. This style of narrow underskirt still maintains the straight loose lines for over-drapes, and because of the strength of these lines in Paris. There is no definite opinion to be had with regard to the future of the bustle. If the latter gains popular acceptance it will mean that Spring frocks will show a tight-fitting waist, and possibly that Spring suits will be short and rippled and have to fit the figure perfectly, and that would necessitate made-to-order goods; hence death to ready-to-wear of that style. So there you are! Just now, though, the bustle for frocks, suits, hats, and other things (even including pyjamas) is the talk of New York.

Knitted wool collars for dresses, knitted bands, scarfs, trimmings of all kinds and hat crowns are the prevailing fad in Paris for sports togs.

Smart New Cotton Frocks

For house-dresses, morning frocks, etc., for 1918 there are scores of pretty things being made up. "Billie Burke" dresses in plain and colored cottons are made in one piece style from a yoke; we have fancy belts and pockets which may be unbuttoned from the frock for convenient laundering; long sleeves with buttoned-in cuffs, which may be unloosened (like raincoat sleeves), and elbow sleeves are to be had. Smock styles with laced fronts for slipping over the head are also liked.

You will see by the illustration how clever are the gingham dresses being made up, and they are simple, too, very fitting for that time-honored fabric. Gingham promises to be so popular in 1918 that some manufacturers have turned out silks and Georgettes in gingham effects. These are not designed for fine ladies' work-aprons, of course. They are for the very "smartest" wear.

Suits

As indicated already, bustle styles in suits are the latest, but suit selling is not active in Canadian trade. We shall

Smart Togs That Are Simple

Sketched by Dry Goods Review Artists





A Spring drawing-card in tan, blue and white gingham; trimmings of hemstitched organdie. Blouse of ivory Georgette crepe with ivory silk soutache and hemstitching, a favorite collar-cut for blouses. From Helena Costume Co., London. Skirt of navy blue serge, cleverly designed, with military braid. Made by Sterling Dress Co., Toronto.

watch with greater interest what will be developed in Spring suits and news of that is not yet afloat. New suits in Paris, just now, have long full jackets reaching not far above the hem of the very narrow plain skirt. Frequently this jacket is bordered with fur, and a few are noticeably inclined to cling close to milady's waist. There is no one outstanding development at present, though there are many exceedingly handsome models of individual style.

One fancy-tailored suit is of taupe French serge. The extended back of the long slightly-fitting coat, the softly-crushed girdle that comes from under the arms, and the rich chiffon velvet that adorns dressy collar and fancy sleeves are features. The narrow skirt is plain and beltless.

Midnight blue is the color, chiffon broadcloth is the material and exclusive is the style in another handsome model. Other interesting features of the mode are the broad tucks that join the panels in the long coat, and the lavish use of opossum on collar and sleeves. The skirt is plain with smart yoke effect. These two models were at Simpson's.



HERE IS SOMETHING NEW

The seeker for something new in milady's clothes will surely be satisfied with this odd and unusual frock. The mater used is black satin. The single revers and band are of moire in a delicate sand color. The same shade is used in the fine tracings of the silk embroidery on the skirt.

Skirts

A strong bid is being made for activity in skirt departments. The new velveteen skirts are used as the drawing card. Eaton's had a whole window of colored and black velveteen skirts recently. They included pleats, side drapes, bustle drapes, envelope cuts and straight effects. The colors were taupe, amethyst, blue, brown and black. Buttons, braiding and stitching are the trimmings shown. Simpson's showed two figures draped for separate skirts in rich qualities of dark plaid chiffon velvets.

Underskirts

New silk underskirts are to be had with a thin silk hip lining which is not bulky and takes the wear from the outer silk. The top of a skirt is usually the first to wear thin since it suffers by the rubbing of corset-boning. The new style saves the tops.

Some new models have, for trimming, rows of four-inch silk fringe alternating with ruffles of the same width.

The bloomer petticoat shown at Wanamaker's, New York, is a perfectly regular petticoat on the top, then becomes different, for the bottom is all one piece, excepting at the sides, which form above the ankle semi-trousers or bloomers, fastened with elastic round garters. Near the openings the petticoat is frilled.

Children's Wear

School girls' top coats of tweed in plain boyish style, with or without belts are selling well.

Navy chinchillas are also numbered among the best. In more dressy lines velours in taupe, purple, Burgundy, green, and brown with distinctive pockets and loose, full effects are liked. Novel military numbers are made of khaki cloth with red piping, brass buttons, shoulder capes, and collars. There is not yet much indication that capes will be revived for Spring.

Little Peter Thompson dresses of serge are high waisted, pleated, or in full gathered styles. These are perhaps the best selling styles of any of the little smart every-day frocks. One model has scarlet piping, smocking, and scarlet patent leather belt; another the same except with green trimmings is popular.

For a little better wear there are clever little models in plaid silk combined with serge. These are in apron, jumper, and bolero cuts. Navy blue taffeta styles and other plain little silk frocks are quite as necessary for the small girl as they are for the mothers. These are varied or accompanied this year by frocks of velveteen with touches of bright colored stitching. Velveteen seems to have found its way into every private nook where silk resides.

Some Extreme Styles

There is good sale too for a certain number of extreme styles for girlies. One of champagne satin with touches of blue had a bustle back; it was about a 12-year size. One dainty bisque silk crepe had tucks and under-bands of blue ribbon with garlands of roses showing through.

To give an idea of the prevailing prices, the manager of one retail department pointed out that serge dresses at $5.95 have not a thread of wool in them, but that twelve, fifteen and twenty dollar dresses sell readily. "There is nothing at all nice for a school dress under $6.00" was a remark made.

BLOUSES

Drapery Extends to Blouses—So Does Scarf Collar—Odd Fabric Combinations—Crepes and Voiles Big Items.

IF MILADY selects her garments according to the season's fashion notes this Fall, she may find herself almost obscured in drapery. She is told to wear a draped skirt, a draped frock an evening gown with drapery for sleeves as well as skirt, her hat must certainly be draped, her coat must have a huge drapable collar, and now along comes her blouse with further drapes. One of the most novel models seen so far is of flesh



ONE OF FASHION'S OWN.

A gown of sand chiffon velvet, Georgette to match; chenille beaded embroidery. Note the tunic with pointed scallops, which is a new feature. Shown by Queen Dress and Waist Company, Montreal.

tinted Georgette—than which there is no more bewitching fabric for draping. It has a very dainty draped collar in the back, ending with long be-tasselled points in front. Another style is so arranged as to allow the long front ends to be crossed, leaving a cowl effect in front with the ends thrown back over their opposite shoulders.

Opinions of manufacturers differ widely still as to just what is the fashionable neck finish for blouses. One firm says "Collars are extremely wide. We cannot make them too wide. All our customers are asking for blouses with enormous collars." Another remark was "Collars are getting smaller. They are noticeably smaller than last year, but are deep in front. The front is now the important part of the collar." A third opinion was "We are making mostly flat collars on blouses at present with a few high ones. New York is making 75 per cent. of them high now and so we expect to make more of them shortly." All three manufacturers quoted are well-known makers of high grade waists. At least then, we are to have variety. New effects are provided by the latest fabric combinations also. For instance, one sees black velvet collar and cuffs on a flesh Georgette blouse; a flame-colored vest with brown Georgette; or satin with velvet in various tones. One new fabric seen in a blouse at Murray-Kay's is Georgette satin which has the finish of Georgette crepe on one side and of satin on the other. Novel effects are achieved by reversing the goods for trimmings.

Voiles vs. Georgettes.

Voile blouses of the best quality are decidedly active. White is a general favorite of course but some new models are in deep rose and suiting colors which from a very short distance resemble Georgette. One or two firms are doing quite a nice business with these since



High necked and slightly draped

they are made in soft styles similar to the Georgette models.

One new dimity blouse has a vest effect outside of block pique. The vest extends into a belt which buttons behind and comes outside the skirt. It is finished with neat pearl buttons.

Jumper styles in various fabrics are quite noticeable of late. Some of the



DISTINCTIVE DESIGNS

Four blue serge frocks with embroidery braid and fur.

newest are very dainty made of ninon. Fancy materials such as a crepe de chine with Dresden rose pattern or dainty Georgettes in floral and spot patterns are finding buyers. These help to brighten up the stock for Christmas selling. One novel blouse was of white Georgette with stripes appliqued on, of 1½-in. satin ribbon. The ribbon was also used on cuffs and as a border for the white collar. Blouses in bolero effect whose fronts extend into long under arm ends which tie in a soft bow at the back are among the newest. Some have the backs cut similarly so that a bow comes at either side. Cuffs that are long and slender with turn-back points in odd angles are new. They usually have rows of small buttons for trimmings. Tailored styles are not so popular as they were a few weeks ago.

SKIRTS

Drapes and Pleats Continue Leading Features—Narrow Width Prevails—New York Shows Bustle Modifications and Velvets

ALONG with the big call for dresses and coats comes a good deal of interest in separate skirts. It has been remarked by manufacturers of the various garments that this year every woman who can afford it will have the full programme of coat, suit, gowns (serge and silk) several blouses and a cloth or silk skirt—perhaps one of each. Skirts will probably be of even more importance when the heavy coats are worn for there are occasions when a satin skirt and dainty blouse will be liked instead of a one-piece dress and when a smart tailored skirt and blouse would be more appropriate. At least, the woman will feel prepared for any emergency if she has the separate skirt to depend upon.



Straight lines are with us yet

In wool fabrics, serge has the biggest call but some excellent styles are to be had in gabardine, a few in broadcloth, several in wool poplin, Oxford cloth, basket cloth, jersey and tricotine. Navy and black are seldom deserted for other colors in these fabrics. When one comes to silk skirts, however, there is any amount of variety in color for the fancy

silks such as plaid taffetas with satin stripes or any of the beautiful new designs described in the fabrics section are liked. So far as plain satins are concerned black and navy are almost exclusive. Sometimes they have touches of a fancy silk or bands or girdle of broadcloth for instance, but as a rule the self fabric is complete in itself. Metallic braiding or embroidery or silk braiding is seen on some skirts. In these silk and satin skirts side draping is frequent still, usually carrying out long, free, graceful lines. Pleats too continue good in both silks and cloths, with the impression of narrowness at the hem.

A swagger Parisian skirt designed especially for the new coarsely woven woolen materials has a few flatly pressed plaits in the back that swing free; directly in the middle of the front it is split from belt to hem, leaving the edges touching, and a few very large buttons and bound button holes adorn them.

The Bustle and Velvet

New York's latest models show variations of the bustle. In serge models the effect is produced by rippling peplums. There is quite an interest over there at present too, in velvet skirts. One model of chestnut brown has side



Simple evening frock with lace

front pleats facing inwards and left unpressed from hip line down, swerving gracefully in towards the bottom. Satin loops and buttons embellish it about kneeline and sides, and to this are broad box pleats, while the back is shirred. Diagonal slot pockets are piped with satin folds.

There is a youthful navy velvet, draped with triple distending loops at either side front at hipline, concealing pockets. The tie sash finishes about waistline.

One of green velvet with four pleats at either side has scalloped end tabs falling from the belt at either side, fastening onto them with buttons.

Black velvet ribbon edges the spiral tunic on a black satin skirt, while satin and crepe de chine is combined in a girlish model.

Loose side panels are a favorite style with several makers and are shown in all materials.

The velvet skirt is shown in a few



ONE OF NEW YORK'S LATEST.

Velours coat with new shawl collar, novel front ties and pockets.

scattered instances by Canadian manufacturers but demand for them is not yet of any consequence.

BATHING SUITS

Smart New Styles Out for 1918—Military, Bustle, and Draped Effects Represented

A NICE range of bathing suits for 1918 has come to life during the past month. As intimated and described in August DRY GOODS REVIEW, knitted—that is jersey—suits will be a big item next year. However, the more popular-priced and fanciful bathing dresses of lightweight fabrics are showing a number of features which will doubtless guarantee them big sale. While prices will be from about $2 to $4 a dozen higher to the retailer, some of the smartest numbers will be sold at about $5, which, it is thought, will not be too high for the purchasing public.

"Surf silk," which sold in a number of models this year and proved successful, is being shown again, chiefly in navy and black, but in some colors. It is a closely woven, firm, fine mercerized cotton, with a dull silk appearance.

Habutai, taffeta, and twill suiting are

also used for the more attractive numbers.

The Tuxedo Collar

New collar effects are very neat. One black suit made in loose straight lines had a tuxedo collar and band trimmings of salmon pink repp, panel front and sash belt of the black. The under-arm cap, which was liked this year, is cut slightly different on the new models. Instead of fastening with the shoulder seam, it separates from the waist part and buttons around the arm below the shoulder, providing a further trimming, but still leaving freedom to the shoulder.

The coat dress buttoning all the way down the front over Annette Kellerman tights is also featured. One military-looking model is of green material, trimmed with brass buttons, patch pockets, and rows of gold-colored silk braid.

The middy bathing suits, which sold well this year, are featured again. They have a fly under the lacing, and may be worn with a loosely tied girdle.

One two-piece model of navy blue silk, with white polka dots, was trimmed with plain blue silk bands. The bloomers were finished with a long cuff, which showed below the skirt, and had high points at the sides. From the points down to the edge were rows of round white buttons the size of the polka dots.

The same cuff idea was carried out in a novel Copenhagen blue taffeta dress, which was finished with gold-color military braid. The skirt was made in two deep flounces, which stood out in the new bustle effect at the back. Another in the same shade was in Princess style, with vertical tucks at the waist, back and front, and with a submerged girdle, which came out into the sunlight at the sides and was bow-knotted there. The skirt was shorter at the sides than at front and back.

Novel Girdle Effects

Fancy bright printed silks are used for trimmings and make up some very attractive finishes. One model of navy silk had a shepherd's plaid bolero yoke cut with long ends, which crossed behind and tied as a girdle in front. Another model of black had pointed yoke and bands of a yellow and black, small, all-over design.

A black silk model showed the draped skirt influence. It was trimmed with plain bands and had deep inset pockets in the sides of the skirt to hold out the fullness in its dry hours.

U. S. Early Models

Here are some remarks which were made recently with regard to bathing suit prospects to the south of us:

"Jersey suits will be the big feature, especially for Southern trade, but the prices will be much higher.

"With black and navy blue leading, the colors in suits will be in the following order: Orange, rose, Kelly green, Copenhagen blue and old gold. Mohairs will be manufactured, as there are people who will not have anything else, and they are much less expensive than the jerseys.



FOR THE 1918 SWIMMER

Smart new bathing suit of straight line style with novel sleeve and collar effect. Black aquatic suiting with trimmings of old gold poplin. Made by the Canadian Underskirt Co.



An early Spring possibility.

The vivid color combinations of the past two seasons are absent in these early models. There are, however, new ideas which have been adapted that will tend to make the trade lively. For instance, one model is really a coat-dress of rose, with armholes and button hole band of bronze green. This fastens down the front, with square neck.

"Another smart idea is the surplice bodice. This model has collar and revers effect in a bright purple, with the body of black jersey.

"Another model is suggestive of the Cossack coat, with an empire belt.

"A slip-on is in green, combined with check tan for the bands on the sleeves, and the sailor collar which is in both front and back. This model is called 'Coming or Going.'

Embroidery Shown

"A black jersey model has wool embroidered in red and blue on white scrim, which is used to draw in the skirt on the sides, about the arms and the neck.

"A rose jersey has the trimmings of white silk braid and is a slip-on middy.

"Orange is combined with braidings and checked effects for trimming. One model is a tunic of black and purple. Another is scarlet trimmed in gray."

CORSETS AND BRASSIERES

Points About New Models Which Salespeople Should Know—Yellow Gaining Favor in the U. S.—Dainty Brassieres in Variety.

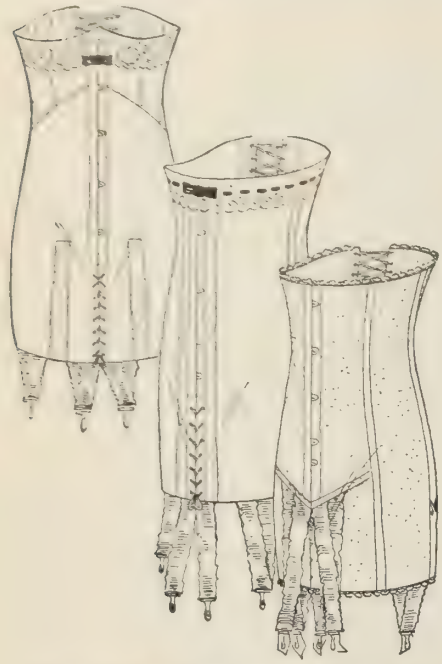
IT cannot be emphasized too often, how important the corset is to the fit of a new gown. An ill-fitting corset will spoil a Drecoll gown and a proper model will improve the plainest house dress. It must be remembered too that changing the style of one's corset just as surely changes the appearance of the gown and both corsetière and customer must beware of changing it for worse and not for better. One must begin at the beginning when purchasing clothes.

Higher Backs Noted

Asked what the new corsets are, even a maker of them finds it very difficult to answer in any definite manner, for to be correct they must be of a cut to suit the individual. Of course, corsets are still long; the front perhaps is slightly lower and the back a little higher than formerly, but generally speaking there is no decided change. Comfort is still insisted upon, and ever will be, for life is so busy nowadays that one can not spare even a moment to the restriction of discomfort.

Yellow for Evening Wear

Pink remains the favored color in the States and regard for it continues to increase in Canada. Great numbers of white, of course, are still sold. In the United States many fashionable women



SOME NEW DESIGNS IN CORSETS

Left: A flexible corset made of tricot. Centre: Slightly higher in the back, low in front, made of satin broche. Right: Sports model of pink silk elastic, very pliable. Note the small amount of boning throughout.

are buying yellow corsets. There are some wonderful evening models of heavy white satin brocaded in yellow. Others for evening wear are made from marvelous satin brocades with trimmings of Valenciennes lace and dainty ribbons. For dancing there are short affairs made of elastic, nine inches or longer, that have only a small bow for ornament. Those who visit Palm Beach this Winter will probably like these models for bathing also.

Some lines practical enough for sports wear and all the busy activities of the day are fashioned of silk batiste which resembles taffeta silk. These will receive recognition only where daintiness is the single end desired, for the material is said to crack rather easily. Silk tricot is also made in sports lines but cotton tricot is more within reach of the average purse.

All sports corsets are short in front, so one can lean over to make a golf-tee or adjust a skate easily and comfortably, without the tragic fear of breaking a bone. Some people like silk elastic corsets for sports; and they are nice, for one can stretch about in them so comfortably.

Dresden Colorings in Brassieres

Brassières grow lovelier every day; really, it is just as simple to bone strips of lace as a bit of net, and the result is so very different. Cluny lends itself admirably for this purpose and can be combined with motifs of embroidered linen. Then one finds that strips of ribbon are ever so pretty for brassières. Sometimes the ribbon is plain doubled-faced satin, then again it may be moire, picoted taffeta or brocaded in Dresden colorings—in fact its possibilities are unlimited. Of course a brassière, to live up to its requirements, does not need to be ornate, for if made of tricot or linen it will answer every purpose—but at the same time it will be so devoid of individuality. It is the touch of embroidery or the bit of incrusted lace that makes the "something different" which is ever sought after by the dainty woman.

Brassières of white and of pink wash satin, especially the bandeau models, are selling rapidly in the larger Canadian towns, and many dainty people like the models with plain cotton lining and a shirred outside of crepe de chine, fine lace or Georgette. Many of these more fanciful models will be selected as Christmas gifts by girls for their best friends.

GETTING THE RETAILER TO COLLECT BILLS

(Continued from page 83.)

and with the trade. For instance there is the reluctance—in some cases amounting to repugnance—in giving particulars about business affairs which are recognized as essential in establishing a business standing. These may be such as asked for by the mercantile agents for trade circulation or by the bank manager for confidential guidance in making a credit recommendation.

A manager told me the other day that the attitude of some merchants towards the representatives of Duns' or Bradstreets' was astonishing. They did not seem to recognize that these institutions were giving a service which had become to be a matter of routine with business generally and that they themselves were the only ones to suffer from failure to give proper information. There were business men "along the street" said this manager, who were in comfortable financial position who were much more poorly rated than they deserved merely because they assumed a frigid attitude when the representative of the mercantile agency made his call.

This attitude is often maintained by applicants for bank credit. In such cases it becomes necessary for the manager to explain that he must have a candid statement of the customer's affairs. This may involve a verbal explanation or an auditor's statement and may often make it necessary for the manager to make some practical suggestions to a business man as to simple but effective methods of keeping track of his affairs. On the other hand there are many such cases in which the manager's knowledge of the standing of the individual in the community and his reputation for business integrity may be the deciding factor in recommending a loan which for another client with an evidently sound statement would not go through. Then of course the object for which funds are being raised is very important.

The questions of the confidence of the bank in its customer is a matter which managers should discuss candidly. In many cases the retailer is not absolutely honest with his banker and in the long run his credit suffers. I know one manager who used to emphasize the point of the necessity for straight statements by telling the retailer that he stood in the same relation to the banks as his customers stood to the trade. The citizen who is not scrupulous may "jump" one account and go to another store but eventually if he keeps it up he will lose caste in the whole retail community. In the same way a borrower may move from one bank to another and gain slight advantages by sharp practice but such benefits are small in comparison with the danger of losing his credit standing with the banks in general. A case illustrating this point came to my attention recently:

A small retailer in a Western city borrowed $200 for 30 days. At the end of the period he was unable to meet the obligation and went to a second bank and borrowed the money to pay the first. Again at the end of the period he raised funds from a third bank to pay the second. Now, because this was a comparatively large business centre and the account was a small one, this scheme appeared to work successfully. But that merchant now admits that he later found that he can in the long run make better arrangements by dealing candidly with one bank.

That he should come to this conclusion is only natural. It must be obvious that if a merchant's credit was not sufficient to warrant a loan from one bank it should not be with another. Instead of moving from bank to bank—which could only be done for a limited time and in the case of small amounts—the merchant would undoubtedly have been better served in the long run had he dealt fairly by the first bank, providing of course that it gave him satisfactory service in his particular line of business. Had he given the manager full particulars of his standing and prospects and convinced him of his integrity he would quite probably have been as well treated in the first bank as he was in the second or the third. Ignorance of banks and methods and hesitancy in being candid in discussing business affairs with the manager are about the only excuses for a merchant forsaking the straight for the winding road in his business dealings.—J. W. T.

F. M. Pilkey, dry goods, Toronto, Ont., has sold out.

Wright & Co., dry and fancy goods, Toronto, have been succeeded by F. M. Pilkey.

Christmas Hints Gathered Here and There

CHRISTMAS GLOVES—Gloves will be a strong feature for Christmas gifts this year as the high prices prevailing have made them something worth while to give a friend. A good idea is to offer to sell a glove coupon good for a pair of gloves of a certain quality. This can then be sent to the desired recipient who will find instructions printed thereon to come and select her own size, color, etc.

INSURANCE AND DECORATIONS—Before putting up Christmas displays it would appear to be a good idea to call in the insurance agent and let him approve of your plans. There are certain regulations about tissue paper hangings, proximity to electric light brackets or stove pipes that should be reckoned. It is a bad time of the year to be burned out and to have hitch in your insurance settlement.

SANTA CLAUS IN YOUR STORE—If a store is limited in size with rather narrow aisles it seems to be doubtful whether a feature such as a live Santa Claus is a good idea. The crowd of children that are always collected will sometimes force trade away and have exactly the opposite effect to what is wished for.

TOYS ARRANGED ACCORDING TO PRICES—There is an account elsewhere in this issue of a toy department where the smaller toys are separated into prices of 25c, 35c, 50c and so on. It is claimed this idea helps the salesforce considerably when there is a rush on as customers can largely help themselves. The Eaton Co. favors the idea of collecting toys according to lines rather than price as it is felt that a better article will often thus be bought than if the customer, having set her mind on a 25c toy, remains at a table of that price until her selection is made.

KEEP A NOTE BOOK HANDY—This year as last year Dry Goods Review *urges the advisability of making notes of any point where the store policy or arrangements break down under the Christmas strain. It will be possible to refer to this another year and avoid the charted rocks.*

GET XMAS GOODS IN SIGHT—As far as possible have all goods essentially bought for the Christmas trade out where they can be seen. Eliminate reserve stocks in these classes of goods. They must be sold and the way to do it is to show them plentifully.

CHRISTMAS BOOTHS—The idea of booths built down centre of store or over the counters, each of which gives an individualistic display of some line of Christmas merchandise seems to sell goods as those using it adopt the plan year after year. A neat show card hung over the aisle, opposite each section, naming the line on display will facilitate shopping.

THE CHRISTMAS WINDOWS—Do not make the mistake of having the Christmas windows so beautifully trimmed that they do not sell goods. Let practical salesmanship be associated with the artistic idea.

OFFER TO STORE PRESENTS—An offer to store presents selected until Christmas evening and to deliver them then has been adopted by a number of stores. This offsets the argument of the customer who refuses to buy till Christmas Eve as the children would hunt out her purchases before the holiday.

STICKERS, TAGS AND RIBBON—Offer to properly parcel all Christmas gifts that are bought before the last three or four days. Do not begrudge the cost of an attractive sticker, ribbon or tag.

WILLIAM REES BROCK

Prominent Dry Goods Man Called by Death—Outstanding Figure in the Business Life of the Dominion—A Personal Friend to Hundreds of Dry Goods Retailers.

ON Thursday, November 1, a life of outstanding character and business ability came the end, when W. R. Brock, President and founder of The W. R. Brock Co., passed away at his residence, 21 Queen's Park, Toronto.

To his many friends announcement of the end came as a decided shock as but three or four weeks before Mr. Brock had been about the warehouse of which he was the head, apparently in his usual health and mental vigor.

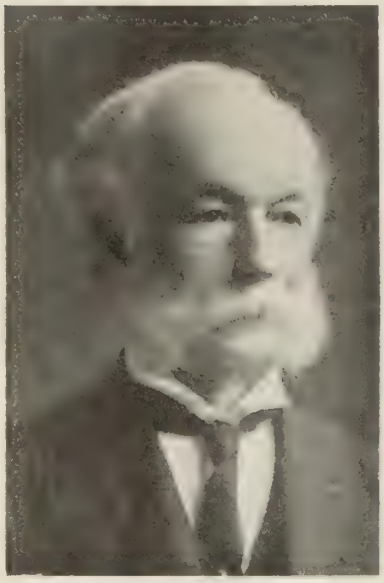
While the country over has lost a man above men, while Toronto, in particular, has lost a familiar face and figure that she had learned to love and honor, it is to the retail dry goods men of the country, next to the relatives and close business associates, that the loss will be the greatest. For Mr. Brock was not a type of the inaccessible executive. The kindly gentleman who left his warehouse for the last time on a fall day in 1917, with wealth and honors freely bestowed upon him was the same unaffected personality as the W. R. Brock who had started his career as a clerk in a general store in the little village of Caledonia.

Many a man can look back over his business life and remember the time when his troubles seemed about to overwhelm him, and when fresh encouragement and courage were given him by the kindly sympathy and advice so freely offered to the most humble. To such as these, and they are many, the death of W. R. Brock was not only the passing of a great man but the loss of a personal friend whose glad hand of welcome will be keenly missed when the next buying trip is made to Toronto.

In addition to being the head of the W. R. Brock Co., Mr. Brock was identified as a director in a number of corporations, including the Dominion Lands Colonization Company, Toronto Electric Light Company, Electrical Development Company, the Ontario Accident Insurance Co., the Toronto General Trusts Corporation, the Dominion Bank, the British American and Western Assurance Company, Stanstead Granite Quarries Companies, and the Canadian General Electric Company.

He was a life-long Conservative and a strong Imperialist and supporter of the national policy. He sat in the House of Commons as representative for Centre Toronto from 1900 to 1904. Being offerred a senatorship he declined the honor.

His kindly nature is exemplified by the fact that he was one of the founders of The Toronto Humane Society, and was for many years president of that organization. He was also a life member of the Council of Trinity University and of Upper Canada College and one of the



THE LATE W. R. BROCK

founders of the original Toronto *Empire* newspaper.

Deceased was an Anglican, and was for years a churchwarden of St. James' Cathedral. His clubs were the Toronto, Toronto Hunt, Albany, York, St. James', Montreal, and the Rideau, Ottawa.

Mr. Brock is survived by his widow and three sons Lieut.-Col. Henry Brock, of Toronto; Lieut.-Col. R. A. Brock, on active service abroad and Mr. W. L. Brock, of Toronto. Also three daughters, the Misses A. L., M. G., and M. L. Brock, of Toronto. Four grand-children also survive: Miss Mildred Brock, daughter of Col. Henry Brock, of Toronto, and the three children of Col. R. A. Brock, of Montreal.

The funeral took place at three o'clock, Saturday, November 3, from his late residence to St. James Cathedral, thence to St. James Cemetery.

That the late Mr. Brock held a warm place in the hearts of the people of Toronto was evident from the large attendance at the Cathedral which was taxed to its uttermost to hold the vast assembly, and many were visibly affected during the service directed by Canon Plumptre and assisted by the Bishop of Toronto. Dr. Ham presided at the organ, and the St. James choir before and after prayers rendered "Rock of Ages" and "Peace perfect Peace."

The pallbearers were Messrs. H. B. Cronyn, R. W. Pentecost, W. R. Smallpiece, James Anderson, James A. Catto, H. G. Cook, John Ross, W. E. Young and Major George S. Cleghorn, Montreal.

The honorary pallbearers: The Hon. F. Osler, Mr. Hamilton Cassels, K.C., Toronto General Trusts; Mr. Z. A. Lash, K.C., and Mr. W. G. Meikle, Western Assurance; Mr. W. D. Matthews, Col. the Honorable Frederick Nicholls, Canadian General Electric; Mr. Albert Austin, and Mr. Clarence Bogert, the Dominion Bank.

The chief mourners were Colonel Henry Brock and Mr. W. L. Brock, sons; Master Hugh Brock, Montreal, grandson; Mr. Francis Hearle Stanstead, Que., nephew, and Mr. R. D. Fairbairn, Toronto, nephew. Mr. Weston Brock, Mr. H. B. Brock, cousins.

Among the many magnificent floral offerings were those from the directors and general manager of the Dominion Bank, Montreal branch of W. R. Brock Co., Ltd., directors and staff of Western Assurance Company, Canadian General Electric Company, Toronto Humane Society, Colonel Nicholls, Dominion Textile Company, directors W. R. Brock Co., Ltd., employees W. R. Brock Co., Ltd.; directors and office staff, British American Assurance, and very many others.

Sketch of His Career

Mr. W. R. Brock was born on the 14th of February, 1836, in the Township of Eramosa, near Guelph, Ontario. His father, Thomas Rees Brock, was of an ancient English family, who for some generations were landed proprietors in Jamaica, West Indies. He was educated in England and came to Canada in 1832, after the abolition of slavery, and was the first settler on lot 3 in the 3rd concession "in the wild woods of Eramosa."

Mr. W. R. Brock's mother was Eleanor Thompson, daughter of Thomas Thompson, formerly of Queen's County, Ireland, who had settled in the neighboring Township of Esquesing. His father and mother were married at the Parish Church in Guelph in 1833, and the young couple, aged respectively 17 and 21 years, rode on horseback to their home five miles away in the "wild woods." After a few years of life on the farm Mr. Thomas Rees Brock was persuaded that a man of his education and attainments could do better in the town, and he removed to Guelph, where he held several appointments, town auditor, secretary of the school board, superintendent of the Brock Road and Surrogate Court clerk.

In the Fall of 1850, while out shooting in the woods, he was accidentally shot and died at his residence, Park Place a few days afterwards, aged 38 years, leaving his widow with nine children surviving. The stone house he built is still standing. Mr. W. R. Brock was the second child and eldest son. He immediately left school and went into the law office of the Hon. Ferguson Blair, where he remained about a year and then decided to go into commercial life. His first employment was as clerk in a general store

(Continued on page 99.)

MANY BUSINESSES WRECKED BY DETAILS

Meeting To-day's Competition—Frank Stockdale, Merchandising Authority, Tells of the Problems of the Retailer and of the Dangers From Without and Within His Business That Face Him—The All-importance of Management.

THE scientific application of established principles was the general solution of the problem of "How to Meet To-day's Competition," as dealt with by Mr. Frank Stockdale, the American Retail Merchandising Expert, in his initial address of a series before a large and representative gathering of retail merchants, wholesalers, and manufacturers in Convocation Hall on Tuesday evening, October 30.

Prefacing his address with a general introduction for the series, Mr. Stockdale pointed out that the great need in all merchandising problems was to "get down to bed rock and do some excavating before building a structure."

"There has been enough temporary work and not enough permanent work," said Mr. Stockdale. "We want to get down to a few fundamentals. I come to you to act as a clearing house and to try and give you some of the information I have secured from other merchants. I have come to connect the wires of your experience with the wires of the experience of numerous other retail merchants and manufacturers engaged in similar lines."

"I am sorry to have to stand before such an audience of business men and confess that there is no science of business. I have to stand before you and say that the farmer, from a scientific standpoint, knows more about his business than we know. That while the retail merchant is one of the most responsible persons in his community, the retail distribution of merchandise is conducted without the aid of any government department. In our national life we have no government department that looks after the matter of business, not simply distribution, but the manufacture and distribution of merchandise. We have no university that takes up the theme in connection with manufacture and distribution. Farmers have a Department of Agriculture, and schools of agriculture while the retailer has nothing of that sort. We have very little detailed information on which to build, and for that reason we are working along and adapting methods used by the other fellow whenever we find anything that would fit into our business. But very few principles of merchandising have been enunciated, let alone backed up by facts."

Mr. Stockdale outlined the salient points of his address under six general headings. These constituted the main features of his advice to merchants on how to meet the competition of to-day in business. The six points were as follows: (1) Applying principles not methods, (2) Giving special attention to truthful figures, (3) Giving more time to efficient management, (4) Eliminating waste in goods, (5) Eliminating waste in help, and (6) Substituting absolute knowledge for guesswork.

Enlarging on these vital features of the problem of dealing with competition, Mr. Stockdale stated that to-day retailers were up against the problem of theories.

"The retailer is shy of theories and has every right to be," said Mr. Stockdale. "The trouble with theories is that they were not made to fit the facts. I have no word, no principle, no method that I want even to stand unless it is absolutely sound."

"One of the earliest and most important problems with which every retailer is faced," stated Mr. Stockdale "is a problem that is known as 'rising costs,' that is, the increased expense of conducting retail business as compared with conducting a business ten, fifteen, or twenty years ago." He stated that an investigation of 1,560 stores revealed the fact that the expense of conducting retail business had in the course of twenty years increased until now it was approximately double.

"In the last three or four years I don't know exactly where they have gone, but I know where they are going. Everyone knows what is happening now in the retail business and what is going to happen as long as conditions exist as they are. While the expenses of conducting retail business have doubled, I have yet to find one retailer who has been in business over a period that long, who has been able to increase his gross profit. If the expense of doing business twenty years ago was 12 per cent., to-day it is approximately 24 per cent. If the gross margin twenty years ago was 31 per cent., the man who could run his business on 12 per cent. had a net profit of 19 per cent. The same man to-day would have a gross profit of only 7 per cent. and in some cases the variation is wider. Some cases to-day there are in which only 3 per cent. profit is made where years ago it was 17 per cent. or 18 per cent. The net profit was six times as large 20 years ago as it is to-day.

"This is one of the fundamental points, and it has to be excavated carefully if the retailer hopes for success, consciously or unconsciously.

Cost of Doing Business Dependent on Cost of Living

"Do you realize that costs are rising more rapidly now than they have in the past?" said Mr. Stockdale, who stated as the reason that the cost of conducting a business in a retail store is parallel or based upon the cost of living.

"Whenever the cost of living goes up, the expenses of conducting a retail store go up, just as sure as night and day follow each other," added Mr. Stockdale.

Another fundamental principle was the evolution in the kind of stores, which Mr. Stockdale enumerated as follows:

(1) *The crossroads general store which is vanishing rapidly with the advent of automobiles, parcel post and good roads movements.*

(2) *Specialty stores such as hardware, grocery, etc.*

(3) *Department store (collection of specialty stores).*

(4) *Mail order house.*

(5) *Chain store.*

Management the Great Item

"The stores that exist to-day and are making headway are stores that are managed," said Mr. Stockdale, "and their progress is the result of the brain work which is being put into them.

"People in department and chain stores and the men at the head are more alive for information and experience than is the man in the specialty store who manages the whole business himself. Men who run department stores recognize that management is the great thing, and they also recognize that the problem in the department store is to manage managers and to make good managers of the managers who are managed.

"To-day we are face to face with the problem of management. The thing that is holding the margin of profit down is the management of stores. My experience has taught me that management is the most acute of retail problems. A knowledge of how to sell, how to control, how to run a store in general, is the reason for the success and the growth of the various kinds of stores."

Mr. Stockdale pointed out that owing to abnormal circumstances an investigation of business should not be made on present conditions, but should be based on conditions which existed some time back. "If such an investigation is made" said Mr. Stockdale "you will get a clear vision that management is the real big factor in the market."

Three Types of Managers

Outlining three distinctive types of managers, Mr. Stockdale classed them as follows:

The fearful manager, who is fearful that the man he is directing will not do the job right, and who, therefore, loads himself down with details. This kind of manager, he said, could not delegate authority and did not usually get very far. The second type was the domineering manager who, he said, was not wanted where brain power was required, though he was all right where he supervised

men who worked with their muscles. The third type, and the one who is getting the farthest, was the expectant manager, who sets a standard and lets others know that he is expecting them to come up to it, reward being on the basis of their attainments.

Mr. Stockdale added that the man who gave him the outline of the latter type of manager was a man who spent over one million dollars annually in advertising.

Referring to the pioneer method of laying roads along the calf paths through new country, Mr. Stockdale reminded the audience that to-day we have progressed beyond the calf path stage and had come to the scientifically laid roadway. This was true also in retail merchandising, we had developed beyond the calf path stage.

"We must remember this" said Mr. Stockdale, "that we must eventually come to the civil engineer stage, that the problems of retail merchandising must be figured out with the precision of an engineer's pencil and the sooner we recognize this the better we will be off.

"Many retail merchants are of the 'fearful manager' type, and get lost in the details of their business. The same thing applies to managers in department and chain stores. They forget to look at things in the right aspect. They lose sight of profits and when they do that their chance of success is lost."

Mr. Stockdale aptly illustrated his point with a story to the effect that a travelling salesman who had been calling upon a certain merchant for fifteen years stopped one day on entering the store and asked the merchant, standing with broom in hand, what he was doing at the same time fifteen years previous. The reminder that he had been doing the same operation for so many years brought a much needed awakening.

The Unwisdom of Doing the Work That Others Can Do As Well

"The same principle applies to all branches of business" said Mr. Stockdale. "Whenever you can hire a man to do a thing cheaper than you can do it yourself, and don't do it you are missing an opportunity for growth. There is no rule to allow a man to-day to do $12 a week work and reap $25 a week returns. It does not work out that way in this world.

"There is another thing every man in business must recognize. Unless he can delegate authority in these days of competition, he cannot hope to maintain his end of the competition struggle.

Driving home his point Mr. Stockdale bluntly put the question to the audience: "Are you the fireman or are you the engineer, the man who watches the signals or are you the man who shovels in the fuel and lets someone else do the directing?"

"Two things we must do in order to make our profits in spite of rising cost, in order to make our profits with the net profit so small, and one of the reasons why we must give so close attention is exemplified in the bigger stores. I know stores whose cost of doing business is 27 per cent. The net marking which is the gross profit is approximately 30 per cent. That store is making 3 per cent. net profit. In the old days there was 17 or 18 cents profit—the merchant could lose 6 cents and still have 12 cents, but what happens if the merchant to-day lost 6 cents? His 3 cents is on the other side of the ledger and it is whenever profits get small that we have to figure closely.

The Dangers of Waste and Lost Motion

"Two main things to look after are waste and lost motion. Waste which does not consist of any motion at all is the thing in business to-day. Waste in stores to-day is in the clerks that are doing nothing and that is small to the waste that is in the merchandise that is doing nothing. It is an easier problem to get the maximum efficiency from merchandise than from the clerk.

"The average merchandise stays on the shelf six months in the United States," said Mr. Stockdale, "which means two turns a year, taking stores of all sizes and kinds, and there we have one of the big and vital problems in merchandising.

"When net profits get down to 3 per cent., and lots of specialty stores run on 3 per cent., we are up against the real proposition in handling figures. The vital question is 'What is the profit on merchandising?' If I know where my profits are, I know where to put my efforts, and I know where my losses are. If I know how to compute my profit on an article, I know how to conduct that business. I know enough about that business to conduct it profitably. I can put my finger on the sore spots."

In conclusion, Mr. Stockdale pointed out that the foundation of all retail business is a knowledge of profits.

Linking up the main points of his line of argument as to how the retail merchant can meet competition to-day, Mr. Stockdale stated that the first thing laid down is that "we must get down past the stage of theories and work on principles. In the second place, the rising cost of doing business is complicated and made so intricate that we must give special attention to figures. In the face of to-day's competition we must recognize that management, real management that studies all phases of retail distribution, must have more of our time, no matter what size store we are running. We must get down to these two principles, i.e., to eliminate all waste in goods and help, and get away from guesswork and have absolute knowledge."

The discussion which followed the lecture brought forth many interesting questions, which were treated in a very satisfactory manner by Mr. Stockdale.

Answering a question in regard to the retailers' influence upon the "high cost of living," Mr. Stockdale replied that the retail merchant was least to blame for the high cost of living of any person in the world.

A merchant who had a competitor selling the same line of goods cheaper than he could afford to mark them, queried Mr. Stockdale as to the best procedure in such a case, which was evidently due to a lack of knowledge of the cost of doing business. The reply was that "if the competition was so great that I could not make any profit I would decide that I should be in some other business. Competition based on ignorance is the hardest to meet," added Mr. Stockdale, "and the merchants who are making the real success do not allow any person to set prices for them."

Mr. Stockdale set grocers as a class by themselves owing to the fact that so many entered the business with small capital and many left it in short time. On the other hand, he stated that some of the keenest merchants are retail grocers, but added that he did not know how to cure the merchant who is not aware of where his business stands. "This practice," said Mr. Stockdale, "is bad for himself and his competitors, and is bad for his customers, too, in the end."

A merchant in the audience, who had had previous experience with the same difficulty, made answer that in one case a number of merchants troubled with such a competitor paid him a personal visit and showed him the mistake he was making in selling at such a figure that it was plainly evident he lacked a knowledge of the cost of running his business.

"What in your opinion is the chief cause for failure among retail merchants?" was next asked.

Mr. Stockdale laid emphasis on management in making his reply. "The greatest source of failure to keep books, to know about the business, to look after the buying and the market, is because a man tries to look after too many small details." Mr. Stockdale added that only one thing was worse than the failure of a man to have at hand figure facts about his business, and that was to have figure facts that were not truthful.

In replying to a question re cutting prices on advertised and non-advertised lines, Mr. Stockdale stated that "the man who cut prices on advertised lines is usually a pretty wide-awake merchant."

"How about the man starting in business who has not reached the stage where he can live on 3 per cent. net profit?" was asked.

Mr. Stockdale's reply was that 50 per cent. of the retail merchants in the country were getting along without any net profit, their salary being included before a net profit is struck.

Mr. Stockdale was, in conclusion, asked to define profit. His answer was that profit "is the reward a merchant gets for doing an exceedingly difficult job a little better than the other fellow can do it."

NOTES

J. D. Moore, president. Robe & Clothing Co., Ltd., Kitchener, Ont., is dead.

Mrs. A. Cramer, men's furnishings dealer of North Battleford, Sask., is discontinuing business.

Scandrett & Austin, men's furnishings dealers of Prussia, Sask., have dissolved partnership. J. B. Austin is continuing.



KIDDIES DELIGHT IN THIS HANDSOME LITTLE FROCK.

This is the sort of frock that a wise little girl is sure to select for her Sunday best. It is made of brown velvet with a guimpe of ecru pongee and just a touch of blue embroidery.

AUSTRALIAN DRY GOODS TERMS

NEARLY all of the terms used in the clothing business in Australia are borrowed from the British usage, with some additions of local words and extensions of meaning. For instance, "dry goods" is seldom heard, the Australian term being "soft goods"; but the latter term generally applies only to piece-goods, with some inclusion of ready-to-wear articles. The house or shop that carries articles for men's wear is known as a "mercery" and never as a haberdasher's. "Haberdashery" there means what in America is covered by "notions"—small articles of all sorts.

Again, the shop that handles women's wear is known as a "draper's," and the organization composed of members of the trade is called the Master Drapers' Association. The "mantle" department is the one that handles women's coats and suits. The manager of the store or shop is known as director, and an "assistant" is a salesman.

"Warehouseman" does not mean a man or house that stores goods for others at rental or hire rates, but a wholesale dealer in "soft goods" and the like. The business of what is known in America as that of warehouseman is conducted in Australia by "bulk stores."

WILLIAM REES BROCK

(Continued from page 96.)

in Caledonia. About 1854 he came to Toronto, where he was with Messrs. Scott and Laidlaw. He married on the 23rd of September, 1857, Margaret Anna, second daughter of Captain John Segur Diamond, formerly of Queen's County, Ireland, who came to Canada in 1834 and served through the Rebellion of 1837 as adjutant of the 2nd Gore Regiment. Captain Diamond, after his arrival in this country, along with Colonel Chisholm of Oakville and others, were vessel owners and lumbermen. He had died some nine years previous to his daughter's marriage.

Mr. Brock, after his marriage, went into business in Guelph, but decided that the times were not auspicious, sold out, and went to Bowmanville as a clerk with McArthur & Company.

He remained in Bowmanville about four and a half years, then went to Ogilvy & Company, Montreal, wholesale merchants, was English buyer for some years, was made a partner, and came to Toronto in 1871 and opened Ogilvy & Company's Toronto branch.

In 1877 in partnership with his brother, J. H. Brock, he started the business of W. R. Brock & Brother at the corner of Bay and Wellington Streets. In 1879 a partnership was formed with Messrs. F. Wyld and H. W. Darling, as Wyld, Brock and Darling. Mr. Darling left in 1882 and Mr. Wyld in 1887. The firm of W. R. Brock Company was turned into a joint stock company in 1897. The Montreal branch started in 1899 and that at Calgary in 1905.

NOTES

A. W. Crysler, dry goods, Delhi, Ont., is removing to Welland, Ont.

Caron Frere, Ltd., dry goods, Hull, Que., suffered recent fire loss.

W. J. Hogan & Co., dry goods, Winnipeg, Man., have discontinued business.

G. I. Billings, dry goods, Moose Jaw, Sask., has advertised stock for sale.

United Clothing Company, St. Catharines, Ont., has advertised stock for sale.

CANADA TO GET MORE ORDERS

United States Government Has Placed Business to the Extent of $50,000,000—Of Vital Interest to all Business Men—Best of Prospects for the Coming Year.

BUSINESS men the country over are vitally interested in the news that huge shell orders are coming to Canada from the United States Government. This will inevitably mean a continuation of the prosperous conditions of the past two years. "The Financial Post," which announced this news in its issue of November 3, says in part:

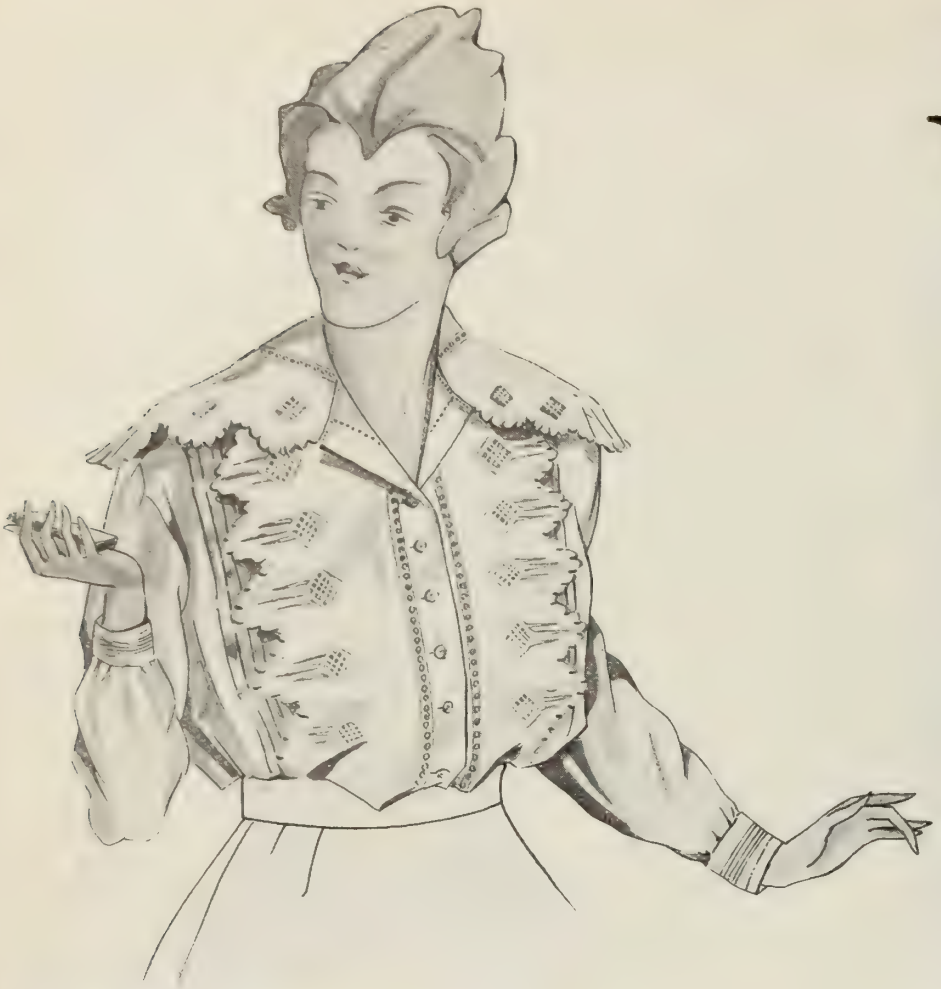
"Within forty-eight hours an official announcement can be expected of the placing of American orders in Canada for shells to the value of $50,000,000. Prominent Canadian manufacturers and members of the Imperial Munitions Board, including Sir Joseph Flavelle, have returned from Washington, where they completed the necessary arrangements.

"This is the most important development of the past three months. It nullifies the probable effect of the slackening of munition orders from Great Britain and assures a continuation of industrial activity in Canada. As the orders forecast are but a starter, it is not unreasonable to assume that for an indefinite period business conditions in this country will continue as favorable as during the past eighteen months. The importance of the impending announcement cannot be overestimated. It will completely change the outlook. A brisk, prosperous winter is ahead.

"Negotiations to this end have been pending for some time. From the standpoint of the U. S. Government, the placing of orders in Canada is purely a time consideration. The curtailment of Imperial orders left a number of Canadian plants, equipped to produce shells, idle. Uncle Sam could not turn out as large a supply of munitions as he needed. Therefore, he is willing to utilize the capacity of Canadian plants to speed up deliveries. It was the same motive behind the earlier placing of orders in Canada for underwear and other knitted goods.

"It is understood that the negotiations from the Canadian end were conducted jointly by members of the Imperial Munitions Board and manufacturers of munitions. Sir Joseph Flavelle and Sir Charles Gordon were in Washington, and among the munition men who figured in the proceedings were H. J. Fuller, president of the Canadian Fairbanks-Morse Co., and W. G. Harris, of the Canada Metal Co.

"The initial order will, it is understood, be for 3.5 in. shells, which corresponds to the 3.3 in. that has been made in Canada for the Imperial Munitions Board, and the 3 in. one that fitted the Russian guns. Experiments on the U. S. shell have been conducted in Canada very recently, and the results are said to be so satisfactory that a guarantee could be given the U. S. Government.



Waists at $9.00

You'll sell plenty of this style

And this is but one of the many saleable and pleasing styles which the Manhattan organization has produced to bring you bigger, more satisfactory waist business.

Where Manhattan Waists are featured sales are brisk, steady, reliable. No "shelf warmers," no "come backs," no disappointed customers. Every design is a sure seller and every waist a big value.

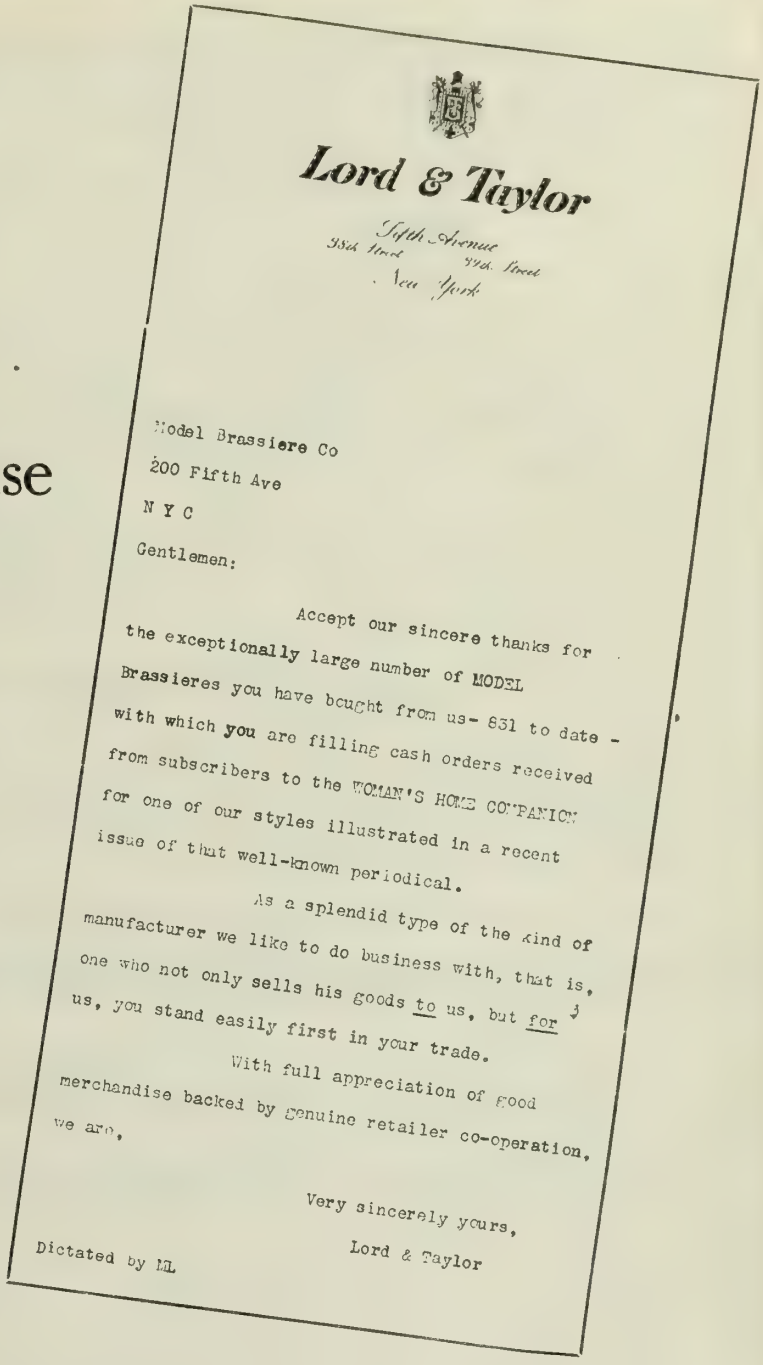
Link up with this bright **$9.00 line**. It'll be good for your Waist Department.

Manhattan Waist Company

520 St. Lawrence Blvd., Montreal, Quebec

What Messrs. Lord & Taylor Think About The Merchandise and Methods of

Model brassières



Lord & Taylor

Fifth Avenue
38th Street 39th Street
New York

Model Brassiere Co
200 Fifth Ave
N Y C

Gentlemen:

Accept our sincere thanks for the exceptionally large number of MODEL Brassieres you have bought from us- 831 to date - with which you are filling cash orders received from subscribers to the WOMAN'S HOME COMPANION for one of our styles illustrated in a recent issue of that well-known periodical.

As a splendid type of the kind of manufacturer we like to do business with, that is, one who not only sells his goods to us, but for us, you stand easily first in your trade.

With full appreciation of good merchandise backed by genuine retailer co-operation, we are,

Very sincerely yours,
Lord & Taylor

Dictated by ML

This generous acknowledgment, for which we extend hearty thanks to Messrs. Lord & Taylor, proves three things:

(1) That *great stores* in the centres of fashion find it profitable to handle the MODEL Brassiere.
(2) That the most efficient dealer-co-operation is rendered by the MODEL Brassiere.
(3) That our *Nation-Wide Advertising*, apart from the dealer's individual effort, sells the "MODEL" Brassiere to American Women.

The fact that we have no exclusive agents in any town, and that Messrs. Lord & Taylor are simply one of the leading New York Stores which sell MODEL Brassieres, (we sell practically every department store, neighborhood and specialty shop, also corset shops in Greater New York) makes the foregoing letter an exceptional tribute.

Model Brassière Co.

200 Fifth Avenue, New York

Canadian Office: Mappin Building, Montreal

First Prize Panama-Pacific Exposition, Highest Award ever given to any Brassiere in any Country.

☞ ***Your favorite Brassiere, in the handsomest individual Xmas Box ever brought out for immediate delivery.***

Every fashionable tendency on the style horizon is featured in our display of

DRESSES

For All Occasions

It is impossible for us to enumerate them here, but we would appreciate the opportunity of showing you

Dresses for Street Wear, Dresses for Afternoon Wear, Dresses for Evening Wear, Dresses for Party Wear

Do not let this great line get by you. You can make it the magnet for your entire department. They demonstrate quality in every line and detail. A visit to our show room is convincing.

Send us your order early.

WE GUARANTEE PROMPT SHIPMENTS.

The Royal Silk Dress & Waist Company

Manufacturers of High-Class Silk Wear

1278 ST. LAWRENCE BOULEVARD :-: MONTREAL

How great is the influence of your Corset Department?

In stores where "P.C." are featured the corset department exerts a strong influence on sales in several other departments. Every woman knows that being correctly corseted is the biggest step towards being correctly dressed. She reasons that the store which can supply the correct corset can best supply the correct costume, or dress goods, and accessories.

"P.C." Corsets
RUST PROOF

If you will give "P.C." the place in your stock which they deserve you'll sell more corsets and help your other departments wonderfully.

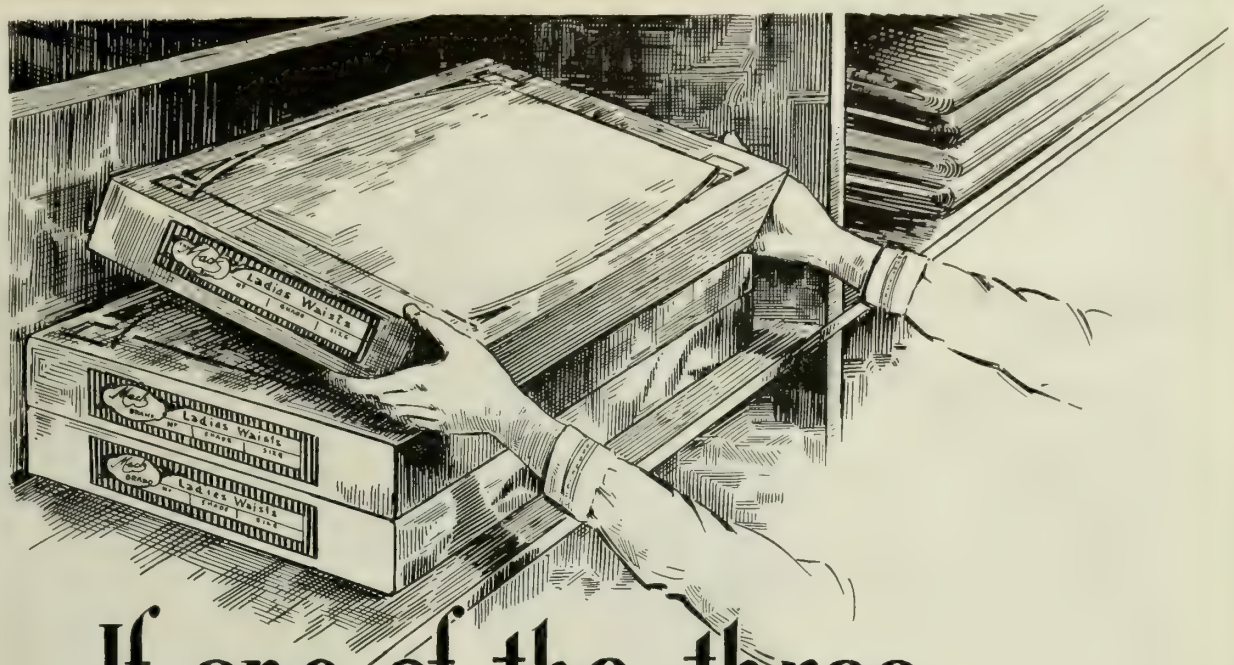
Have you seen our traveller with latest samples which are such good values at $8.50, $10.00, $12.50, $15.00, $18.00 and $24.00?



MADE IN CANADA

Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

BRANCHES: Toronto, 84 Bay Street ; Montreal, 329 Craig Street West



If one of the three Stays on the Shelf

Of every **three** waists you sell **two** go to pay the original purchase price plus your cost of doing business. Your profit is on the **third** one. It's this **last one of every three** that makes money for you. If you put into your stock a line of waists **that stays there** —that leaves, at the end of the season, a goodly portion of that **last third** on your shelves you've lost most of your profits and merely turned your money over on the earlier sales.

THE Mack BRAND

You'll collect full profits always if you handle Mack Brand Waists. They're designed and made to sell and to satisfy. The last third (the "profit third") sells as readily as the first two thirds—and for reasons that build confidence in Mack Brand Waists, in you, and in your store.

McCutcheon Waist Company, Limited

323 ST. JAMES STREET, MONTREAL

Vancouver Office:
GEO. STRACHAN
906 Welton Block

Winnipeg Office:
PERCIVAL R. B. JONES
Hammond Sample Rooms

Canadian Converters' Whitewear

We manufacture up-to-date and well made styles in

Night Gowns
Petticoats, Drawers
Corset-Covers
Brassieres
Chemises
Princess Slips
Combinations
Tea Aprons, etc.

Also

Children's Cotton and Flannelette Underwear



STYLE 1102 D.

The Canadian Converters' Co. Limited.
Montreal

THE SPECIALTY HOUSE OF CANADA

McINTYRE, SON & CO.

Limited

Montreal - Canada

WASH GOODS

COTTONS, FLANNELS, LININGS, ETC.

In this department there is offered many new and beautiful creations, most of them difficult to obtain, and becoming more so.

Now showing: Ranges of Fancy and Plain White Voiles, Colored Novelties, Tussahs in plain colors and foulard effects. Large range of Ginghams and Zephyr Gingham effects in small and large plaids, checks and plain; Nurses' Cloths, Piques, Repps, Gabardines and Vestings.

Our range of staples is very complete, comprising the best makes of Sheetings, Pillow Cottons, Embroidery Cottons, Mercerized French Batiste, Mulls, Dimities, etc.

New effects in Novelty linings suitable for Mantles, Cloaks, etc. Sateens and all staple linings. All sizes and qualities in Quilts. Full assortment of Wool Cream Flannels.

We are Sole Agents and Distributors for

"VIYELLA"

Registered

DOES NOT SHRINK

England's Most Famous Flannel



Christmas Shopping
By Merchants
from
THE HOUSE THAT HAS THE BIGGEST STOCK IN CANADA
IS GOOD BUSINESS

Everything in

Ready-to-Wear, Underwear, Dress Accessories, Men's Furnishings, House Furnishings
and
Piece Goods
of
Silk, Wool, Linen and Cotton

Also

A complete range of Smallwares

Ribbons, Laces, Wools, Handkerchiefs, Handbags, Cushions, Cushion Cords, and all other Xmas needs in Notions.

FACTORIES, WAREHOUSES AND STORAGE ARE AT YOUR SERVICE.

Write, Phone, Telegraph, See our Travellers or Visit the House.

Alphonse Racine, Limited

"The Staple Dry Goods House of Canada"

60-80 St. Paul St. West, Montreal, Canada

Sample Rooms:—Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N. S.

Factories:—Beaubien St., Montreal, St. Denis, St. Hyacinthe.

Novelty Smocks

TWO NUMBERS WITH GOOD PROFITS THAT BUILD BUSINESS



No. 1212.

Best quality middy drill. A sorted colored trimmings and sash to match. Novelty smocking. ..... **$24.00** per doz.

No 1217.

Standard Jean. Assorted colored trimmings and Smocking to match. Our Leader at the price. .....**$13.50** per doz.

Sizes 14—20 or 34—42. No less than one dozen of a number. Terms: Net 10 days, 1st following.

To Insure Prompt Delivery for Spring Trade, ORDER NOW.

SMITH & MANOLSON

74 DORCHESTER STREET WEST :: MONTREAL

WOMEN'S MAN-TYPE SHIRTS

New York's Latest Sensation

THE
MANNISH-TAILORED WAIST
IN SILK AND COTTON
MATERIALS



We are carrying in stock the very latest ideas in Tailored Shirts in a number of different materials.

Hard Wearing Shirting Cloths
Handkerchief Linens
Habatuais and Wash Satins
Heavyweight Crepe de Chine

At prices from thirty to sixty dollars a dozen.

We have some new features that are different to anything else shown in Canada and are on a par with the best New York makers.

Write us at once for samples and be the first to show these more than popular shirts.

Standard Ladies' Wear

Limited
College and Markham Streets
Toronto

Montreal Office:
Room 803 New Birks Bldg.



THE PETTICOAT STOCK HOUSE

A complete assortment of the Newest Models in all Desirable Materials.

Silk Petticoats
from $2.75 each up

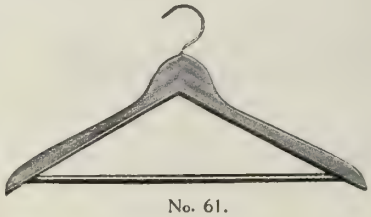
Cotton Petticoats
from $9.00 per doz. up

FOR IMMEDIATE DELIVERY

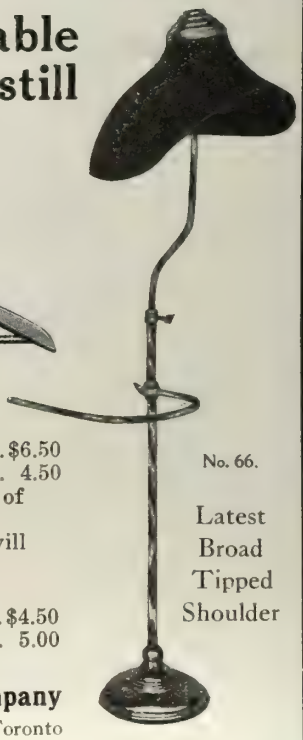
Arlington Petticoats mean maximum of Quality and Style at minimum of Price.

THE ARLINGTON SKIRT MFG. CO.
15 East 26th Street, New York

A few seasonable lines that are still the best



No. 61.



No. 66.

Latest Broad Tipped Shoulder

No. 61. Waxed, with Bar..$6.50
C1. Thin Blouse Hanger.. 4.50
Ask for prices in lots of 500 or over.
Act quickly as prices will advance.

No. 66. Fur Stand $4.50
66E. Enamelled Bust.... 5.00

A. S. Richardson & Company
99 Ontario Street Toronto



Forms to sell skirts, $10.00

Latest and Best

Padded, Adjustable, Velvet Belt



Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks,* working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.



The Trade Mark that attracts the Best Customers & stands for

"CEETEE"
THE PURE WOOL
UNDERCLOTHING
That will not shrink

The C. Turnbull Co. of Galt, Limited. Galt. Ontari

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

When in doubt as to when or where to buy anything

Consult

Dry Goods Review

SPECIAL SERVICE DEPT.

M ★ B

What You Need for Christmas Selling

We have gathered together into our stock an extensive range of highly saleable HOLIDAY GOODS, and these are now being shown by our Salesmen.

We particularly commend to your attention:—

HANDKERCHIEFS—Ever popular as gifts. We have a large assortment in the Finest Irish Linen, Swiss Goods and Japanese Silks.

LACES AND EMBROIDERIES—As usual these will be in good demand at the Christmas Season as trimming for gifts.

NECKWEAR—Dainty Lines, both Imported and Domestic, that will be good sellers for the early Holiday Season.

HOSIERY—In Silk and Fine Cashmere. We still have an excellent stock of these goods, and they will prove good Christmas Sellers.

RIBBONS, CHIFFONS, DRESS TRIMMINGS and WASH GOODS—Our range will be found to have the usual MUSER features of extra value and correct style interpretation.

Be sure and see the Muser Salesman.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces
Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET
MONTREAL

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

DENT'S
D
GLOVES

ENDORSED by merchants who recognize *worth when buying* and *action when selling*

Dent's have held the confidence of the public for over two hundred years, and still hold it.

Wearers of "Dent's" only exercise one precaution—they look for the name; it is their guarantee of satisfaction, and a marvellous selling help.

Christmas is sure to bring a demand for *Gloves*—a gift useful and always acceptable. Dent's gloves are liberally advertised. Be sure your stock is ready for the demand.



PROMPT ATTENTION GIVEN ALL MAIL ORDERS.

DENT, ALLCROFT & COMPANY

128 BLEURY STREET - - MONTREAL

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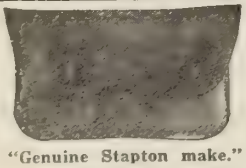
BUYERS' GUIDE

Condensed Advertisements

MILLINERY AND LADIES' CLOTHING for sale good town in Ontario. Business all cash; profit $6,000 a year. Good bargain. Address E. P., Box 700, Dry Goods Review.

COMMISSION AGENTS WITH PERMANENT sample rooms in Winnipeg, calling on wholesale and retail trade in the West, would like to hear from reputable manufacturers of lines suitable for general dry goods trade. Box 501, Dry Goods Review.

FRED BIRKS
COMMISSION DRY GOODS
14 Phillips Square, MONTREAL
Representing
HAMBURG BUTTON CO.
Pearl Buttons, Jewellery and Novelties,
NEW YORK
A. L. CLARK & CO., INC.
Notion Specialties and Small Wares,
NEW YORK
WINTER BROTHERS
Jewellery Novelties, NEW YORK
STERN SPECIALTY COMPANY
Art Rubber Novelties, Etc., NEW YORK



"Genuine Stapton make."
Tobacco Pouch, Calf Leather, Para Rubber-lined. Tobacco is always moist and can't fall out. Extra value. Good for Christmas gift, Overseas box and everyday trade.
Distributor: A. Rich 317 MUTUAL ST., TORONTO

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS.



PAPER BALERS
All-Steel
"Fireproof"
Made in 12 sizes.
Send for catalog.
Climax Baler Co.
Hamilton Ontario

PHOTO-FRAME MANUFACTURERS.

Bennett & Jennison
Limited
GRIMSBY, ENGLAND
Cables: Novelties, Grimsby
Manufacturer of Polished Wood Photo Frames in Rosewood, Walnut, Black, Gilt, etc.
Sample collections available against payment in London or Liverpool.
The largest Frame Works in Great Britain.

NOVELTY PAPERS
For Window and Interior Decorations
Send for our Christmas Catalogues
DOTY & SCRIMGEOUR SALES CO., Inc.
74 Duane Street New York City

Mending Wool
of all kinds. For jobbers only.
Manufactured under customers' private brands.
Guelph Mending Yarn Supplies
Guelph Ontario

Canada Veiling Co., Ltd.
TORONTO
for
Veilings, Fancy and Mourning Veils, Metal and Cotton Laces, Silk or Cotton Nets, Ninons, Crepes, Embroideries.

When You Want Boot and Shoe LACES
I have in stock, both bulk and banded in pairs, round, tubular, flat, all colors; also Leather Laces.
E. W. McMARTIN
45 St. Alexander Street Montreal

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

DON'T STOP ADVERTISING.
Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION RAYNSTERS"



"Kapekote"

One of the latest novelties in the "Dominion Raynster" line. This raincoat combines the features of a raincoat and cape. Its smart, dressy effect will appeal to careful dressers.

Write to our nearest branch for particulars as to price and cloths.

Canadian Consolidated Rubber Co.,

Limited

Head Office: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.



BOB LONG Salesmen are now showing exclusive styles in Children's, Misses', Boys', Ladies' and Men's Sweater Coats for Christmas trade and Spring delivery. No. 512 on the left in the above illustration is a smart, snappy coat in solid body color of all the popular shades, striped with white and plain white sash. Misses' sizes 32 to 36....$78.00 per doz.
Ladies' sizes 38 to 42....$84.00 per doz.

No. 521 on the right Brushed Angora wool coat, solid body colors, striped with white, large sailor collar, full belt. Misses' sizes 32 to 36.....$87.00 per doz.
Ladies' sizes 38 to 42.....$96.00 per doz.

No. 320D—Man's Coat, is something new and absolutely exclusive with us. We have named it the "Mackinaw." Distinctive two color pattern, plain shawl collar and cuffs and is made in the followin combination of colors: Maroon and Grey; Scarlet and Black; Navy and Cardinal.

Sizes 36 to 42.....$45.00 per doz.

These are just a few of the selected wide range—wait for the Bob Long Salesman and inspect the complete line.

R. G. LONG & CO, LIMITED - - - - TORONTO, CANADA

Dry Goods Review

Vol. XXIX DECEMBER, 1917 No. 12

HAWLEY'S
HYGIENIC BLACK
COTTON HOSIERY
ON



WILL STAND BOILING SOAP AND SODA.

WON'T WASH OUT, STAIN OR FADE.

Warranted
FAST, STAINLESS AND ACID PROOF.

Alfred Hawley
DYER

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO



THE KEY TO THE REALM OF FASHION

LEFT: Style N22012. $25. Light weight wool Velour. Lined throughout with guaranteed satin. Wool interlined to the waist and sleeves. Hudson Seal collar. Pleated front and back effect. Tailored button trim. Colors: 1155 Black, 1156 Blue, 1157 African Brown and 1158 Russian Green. RIGHT: Style N22016. $30. Medium weight Velours de Laine. Box pleated sides forming pockets with Grandmother tucks. Shawl collar of Nutria fur. Tailored button trim. Lined throughout with guaranteed satin. Wool interlined to the waist and sleeves. Colors: 271 Taupe, 272 Beet Root, 273 African Brown, 274 Russian Green and 275 Navy.

NEW YORK
5th Ave. Bldg., 5th Ave. and 23d St.

C. KENYON COMPANY
NEW YORK

CHICAGO
Congress and Franklin Sts.



Greenshields Limited

wish to extend to each member of the Trade their best wishes for a very Happy Christmas and a Bright and Prosperous New Year.

Throughout the coming year, as in the past, we offer you our hearty co-operation.

We thank you for your favours during the present year, and look forward to your continued patronage for 1918.

Greenshields
Limited

Victoria Square Montreal

"Everything in Dry Goods"

MOHAIR

has established itself more firmly than ever as an all-round fabric for all-seasons wear.

B. D. A. English Mohair recommends itself for durability as well as good appearance.

It sheds dust, does not wrinkle and is moisture-proof ideal for coats, wraps, dresses, costumes and skirts.

Stock *"B. D. A.—the Mohair of Maximum merit."*

The Bradford Dyers' Association, Ltd.
of Bradford, England.



Christmas Suggestions

LINES IN SPECIAL HOLIDAY BOXES:—

Blouse Ends
Waists
Infants' Knitted Wear
Infants' Blankets
Gloves
Coat Sweaters
Hosiery
Handkerchiefs
Fancy Collars & Cuff Sets, Men's Ties, etc.
Men's Braces, Garters and Armlets, Boxed Separately and in Sets.

Christmas Ribbons of All Varieties.

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You cannot afford to be disappointed in your Christmas sorting orders. Having the right goods at the right time means too much at this time of year.

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John M. Garland, Son & Co., Ltd.

OTTAWA, CANADA

Wholesale Dry Goods and Fancy Goods





M

We desire to extend to our friends our sincere wish that they may enjoy a bright and merry Christmas and that the coming year may be one of happiness and prosperity.

B

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

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Wishing You a Merry Christmas and Happy New Year.

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Mr. George Croll, of Messrs. John Burnett & Co., Ltd., has left Britain on a business trip to the United States and Canada, to show the distinctive collection of the "Burnett Tailor-made Skirts."

These goods are made only by us, and they are our specialty.

The materials employed are High-grade Scotch Tweeds, Scotch Tartans, Cheviots and Fine Saxonies.

Mr. Croll will be in a position to appoint a limited number of distributing centres for these goods in each town.

Headquarters: Waldorf Hotel, New York, from about the 24th November.

John Burnett & Co., Ltd., Glasgow, Scotland

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Dry Goods Review

You can talk across the continent for two cents a word.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

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Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

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NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

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QUALITY GOODS

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LONGCLOTHS, NAINSOOKS, MADAPOLAMS, or FLANNELETTES; also SHEETINGS, made-up PILLOW CASES and SHEETS—

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THE Publishers of DRY GOODS REVIEW and its Staff unite in extending to Subscribers and Advertisers the Compliments of the Season. We join in wishing you

A Happy Christmas
and
A Prosperous New Year

Our Resolution for the New Year is to make DRY GOODS REVIEW more useful and better than ever before.

Watch for our Annual Spring Number in January and see how we succeed in making a Good Beginning for 1918.



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Irish Hand-Embroidered Novelties now being shown to the Trade: Bed Spreads, Sheets, Pillow Cases, Baby Cases, Doylies, Tea and Lunch Sets, Cosy Covers, Handkerchief Cases, etc.

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THE WELL-WORTH BINDING BRAID
Made from selected Twist.

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MONTREAL

TORONTO CALGARY



To our Customers
and Friends
Everywhere.

We Send Season's
Greetings and Take
Great Pleasure in
Heartily Wishing
Them

A Merry Christmas
and
A Prosperous
Happy New Year.

The W. R. BROCK COMPANY (Limited)
TORONTO

KNITTING BAGS, CEDAR CHESTS, UNDERWEAR

Some of the Enquiries Answered by Dry Goods Review During the Month — Manufacturers Asked to Supplement These Lists.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the month of September.

CRETONNE KNITTING BAGS

St. John, N.B.—Please put us in touch with firms making up chintz and cretonne knitting bags.

Answer—Jennings & Wilson, Ogilvy Bldg., Toronto, was the name supplied in this instance.

TEXTILE DIRECTORY

Toronto, Ont.—Will you please advise where I can obtain an American textile directory called "Davison's Textile Directory."

Answer—"Davison's Textile Directory" is published by the Davison Publishing Co., New York City. There is also a similar directory called the "Official American Textile Directory," published by Bragdon, Lord & Nagle, New York.

CEDAR CHESTS

Hamilton, Ont.—Can you give us particulars where we can get genuine cedar chests?

Answer—The H.-E. Furniture Co., Milverton, Ont.; the G. S. Stewart Co., Norwalk, Ohio; the Roos Mfg. Co., Chicago, Ill.

COMMISSION AGENT

Toronto, Ont.—Please tell us where we can get in touch with reliable commission agents for boys' and youths' clothing for the Western provinces.

Answer—Our Winnipeg office supplied the name of a party that was considered suitable.

WINDOW TRIMMING PAPER

Napanee, Ont.—We enclose sample of red brick paper. Kindly inform us if it is possible to procure this in Canada.

Answer—The address of a Toronto firm was given, supplying somewhat similar paper.

JAEGER UNDERWEAR

Lucan, Ont.—Will you please tell me where I can procure underwear known as "Jaeger" underwear.

Answer—The underwear you are enquiring about is manufactured by the Dr. Jaeger Sanitary Woolen System Co., Montreal.

STOCK-KEEPING SYSTEM

Neudorf, Sask.—Please tell me where I can procure a stock-keeping card index system that would only take a few minutes to keep in record.

Answer—This enquirer was written to for further particulars and an effort will be made to work out a satisfactory system.

IRISH LINENS

Tiverton, Ont.—Please tell me where I can procure John S. Brown & Sons, Irish linens.

Answer—The Canadian agent for this firm is W. H. Baker, 80 Wellington St. W., Toronto.

What Firms Make Up Special Order Suits and Coats?

Several Places—I will be greatly obliged if you could tell me the names of firms who are making ladies' suits and coats to order, and can supply samples of cloth; also Fashion Books.

Several names were sent in answer to this inquiry, but Dry Goods Review *believes there are a number who may be open for made-to-order business, and would appreciate hearing from such.*

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

A Late New York Model



UNIQUE SASH ON BLACK AND WHITE FROCK

Something new, but not clearly understood is the black satin sash on this black and white frock. It winds around the waist and is attached to the shoulders, knotted in back, and falls to the length of the skirt. It will find favor among those who crave something new with unique style. The strip of caracul at the bottom is another feature. Hat brim is also of caracul.



Dry Goods Review

VOL. XXIX. TORONTO, DECEMBER, 1917 No. 12

WHO IS LIABLE TO INCOME TAX?

Definition of Income as Covered by the New Act—Possibility of Unfairness in Certain Specified Instances—Proper Depreciation Allowed For by the Act—The Necessity of Knowing the Amount of Personal Withdrawals.

A CAREFUL perusal of the Income Tax Act of 1917, as finally approved by His Excellency the Governor-General, would seem to reveal the fact that a merchant whose business is not incorporated and whose annual net profits, whether withdrawn or retained in the business, are over $1,500, if single, and $3,000, if married, will be liable to an income tax of 4 per cent. on the amount over the exemption specified.

Definition of Income

Income as defined by this act means "the annual net profit or gain or gratuity, whether ascertained and capable of computation as being wages, salary, or other fixed amount or being unascertained as being fees or emoluments or as being profits from a trade, or a commercial, or financial, or other business or calling, directly or indirectly received by a person from any office, or employment, or from any profession or calling or from any trade, manufacture, or business as the case may be and shall include the dividend, interest or profit directly or indirectly received from any money at interest upon any security or without security and whether such gains or profit are divided or distributed or not."

Would There be Unfairness Here?

From this definition it is apparent that profits, even if left in the business to pay off liabilities, would be taxable provided they exceeded the specified amount. DRY GOODS REVIEW referred a specified case to the Deputy Minister of Finance asking for a ruling, but at the time of going to press no answer had been received. This case covered that of a merchant just starting in business with $5,000 capital of his own, but in addition with $15,000 borrowed capital. His first year showed a profit of $5,000 after allowance for depreciation and so forth, but he is unable to draw out of the business any of this money for his personal use, apart from a living salary as his creditors expect every cent of it to be applied upon his liability. In an instance such as this is it absolutely fair that a tax should be put upon his paper profits? Is it fair that there should be no distinction between this man and the man who has brought his business to what is known as the discount-taking position and who can draw from his business the full amount of his year's profits and either spend it or re-invest it in some other securities? So far as can be judged by the wording of the act there is no distinction made here unless it can be taken out of the following clause found under the head of Deductions or Exemptions:

"Exemption may be made for such reasonable allowance as may be allowed by the Minister of Finance for depreciation or for expenditure of a capital nature for renewals or for the development of a business."

It would almost seem that this clause might be made to apply to such cases as the one under consideration. The profit that was in this instance secured from the year's business was needed to build up a reserve, to pay standing liabilities and to put the business on a secure basis. Would it not be therefore reasonable to think that the owner could claim exemption from the tax under this clause? It would appear to be rather hard to arrive at exactly the intention of the act in such instances as this one and as we are unable to get any ruling from the powers that be it will probably remain for a decision on some stated case to settle the matter.

Interest on Personal Investment

In the definition of income it will also be noted that interest on money invested will have to be considered. This will interfere with the practice, advised by most accountants and adopted by a large number of business houses, of considering reasonable interest on capital involved as an expense item and deducting same before reckoning net profits. For book-keeping purpose this policy may still be adopted but when sending the required returns to the Minister of Finance the amount thus deducted will have to be re-added to net results and be considered part of the income of the business.

Personal Living Expenses

Personal living expenses withdrawn from the business will also have to be considered as part of the merchant's income as, of course, they really are. Unfortunately, however, many merchants have not been in the habit of keeping track of the exact amount of their personal withdrawals. Actual cash may be accounted for, doubtless usually is, but merchandise taken from stock very often is not charged to the owner's personal account.

This re-opens the whole subject and gives DRY GOODS REVIEW the opportunity once more to impress upon every merchant the necessity of treating himself as he does every other employee of his store, viz., pay himself a living wage and charge to himself against that wage all withdrawals whether these be cash or merchandise. Just what steps will be taken to insure a correct statement from those liable to taxation under this act is still an uncertainty but it certainly will be hard for many a merchant if questioned at all to prove whether his personal expenses were $1,000 or $2,000, since no record has been kept. The necessity of knowing this exactly so that a clean cut statement could be attached to any affidavit at any time, if so required, is patent to all.

Allowance for Depreciation

In the clause covering "Exemptions and Deductions" there is also allowance made for depreciation. This also re-opens an old topic as to how a merchant should inventory his stock. Elsewhere in this issue of DRY GOODS REVIEW the whole subject of inventory and depreciation is more thoroughly dealt with. It is only necessary to add here that every merchant is justified under the wording of this act in making reasonable allowance. "Income" should really be considered as cash received or about to be received and profits tied up in fixtures, book-accounts and merchandise are a

(Continued on page 20.)

THE DETAILS OF AN INVENTORY

Dry Goods Merchant Gives Clear Account of Methods Adopted—Opportunity to Put Stock in Excellent Condition—The Inventory Time is the Chance to Put Store on Departmental Basis—How "Depreciation" is Handled.

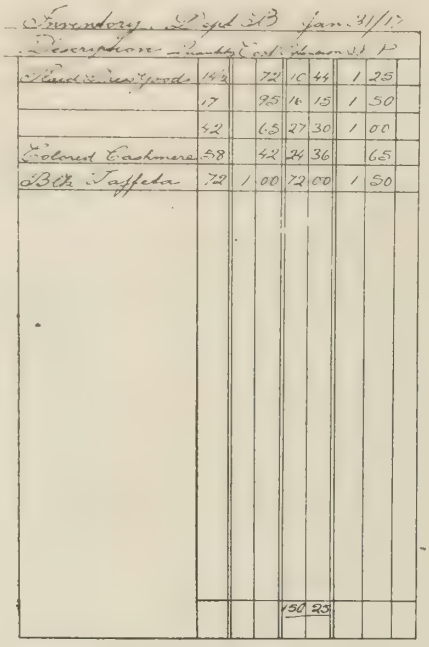
Written For Dry Goods Review by W. M. Roberts

Editor's Note.—The writer of the attached article, who signs himself W. M. Roberts, is a dry goods merchant of some twenty years' experience. He has agreed to write a number of articles for DRY GOODS REVIEW, only stipulating that his real name and address be not given. Many of Mr. Roberts' views and methods may be open to criticism, and he has stated that this will be most heartily welcomed, but it will be found that his letters are all practical and his theories have all been tested out in his own business. In this first article, Mr. Roberts tells how he prepares his stock for inventory and also lays the way open for his next article in which he will tell his method of opening the year's books with all departments kept separate. We hope that all who read this and any subsequent articles will not hesitate to send in any criticism of the methods advised as they will be welcomed both by Mr. Roberts and ourselves.

AS soon as the Christmas business is over and the special decorations and displays cleared away, the annual inventory looms up as the next important episode of the business year. The first week the work is all preparatory. Stocks are gone through as thoroughly as can be done in order that all remnants, soiled goods, damaged lines, ready-to-wear lines that are out of style, and in fact all merchandise that it would be undesirable to carry over into another year if it is at all possible to dispose of same, may be located. We then put on our annual clearing sale and put the knife to this class of merchandise sufficiently deeply to make sure that the biggest part of it will be out of the way before we close the books for the year. This attended to, inventory proper comes in for our next attention. Some departments require a great deal more preparatory work than others and as it is desired to call in the whole stock on one day, these are the departments that work is commenced upon. The piece goods department is usually the first of these.

All Yardage Goods Measured

We measure every piece of goods, ribbons, lace and so forth. There are several methods of computing this measurement without going to all this work, but I am old-fashioned enough to feel that the most accurate way is the old one of unrolling and measuring and rolling again. Then this system gives good opportunity to replace soiled price tickets, and generally freshen up the stock. When pieces of light colored yard goods



Foundry Dept 23 Jan. 31/17

Description							
Black Dress Goods	14½		72	10	44	1	25
	17		95	16	15	1	50
	52		65	27	30	1	00
Colored Cashmere	58		42	24	36		65
36th Taffeta	72	1	00	72	00	1	50
				150	23		

Ruling of inventory book used by Mr. Roberts.

show soil on the last yard or two I have always found it pays to cut this off and put it in the remnant pile before measuring the goods. Every care is taken to put the stock into first class shape as we go through it. Broken blocking boards and torn wrappers are replaced, lace cards and ribbon bolts are renewed and the last corner is searched for the last possible vestige of dust. Our aim is to have the stock worth the figure that we are going to put upon it and to show its worth to any casual observer by its general appearance.

Letter Used to Show Date of Purchase

As each piece of goods is measured a yardage ticket is placed upon the end of the web on which is also written both selling and cost price. Goods which we decide are not worth to us their inventory figure have the new price put upon them and the cost price is changed at the same time on the regular price ticket. Henceforth that piece is considered to have cost us the figure that we place upon it at inventory time. Incidently I might mention that we have for years used the system of marking the season along with the cost mark on all goods as they are passed into stock. For instance, goods bought in the Spring of 1916 would have this mark upon them: F/RST. The letter before the stroke would indicate that these goods were bought in that particular season and the last three letters indicate the cost in our cipher. Twice each year the season letter is changed and we are thus able to tell at a glance just how long any particular piece of merchandise has been on our shelves. This is invaluable information to have when preparing for inventory and goods that are moving at far too slow a pace can be easily detected.

Boxed Goods Handled in Similar Manner

All the yardage goods having been measured and prepared we then start on the boxed and packaged lines and the contents of each is counted and a quantity ticket firmly fastened to the outside. In both this case and in that of yardage goods space is left on the ticket for any changes that will prove necessary as sales are made before the date set for calling in the stock.

Lists Used for Each Section

This system is followed throughout the entire stock, an effort being made to have this part of the work completed about a week before the date set for writing in. As soon as this is done the stocks are again gone through and listed upon sheets of cardboard (broken boxes are used) each sheet covering one section of shelving, the contents of one drawer, or the stock on any one table. There is space left on the bottom of each list for listing all sales made during this last week. We aim to have this work all completed before January 30, as we close our books for the year on January 31.

Lists Collected on Last Day of Year

On the morning of January 31 I personally start through the stock and collect all lists, carefully numbering each as I do so. I also check up the head of each department to find out if each particular section has been covered and if, by any chance, any one man has overlooked listing some section of the stock, I am practically certain to find it as I go through. Certain portions of the stock that it has not been practical to list are called into a scribbler I carry with me as I go through the store. In this manner I have always found it possible to have the whole inventory into the office inside the course of a regular day's business. This allows the sales staff to start in the next morning, straighten stock, and dig in for a new year's record. So far as they are concerned the inventory is finished.

Lists Temporarily Filed

The lists having been all assembled in the office, they are checked over carefully to see that they have been numbered correctly and that there are no

(Continued on page 20.)



Letter from our Paris Correspondent



PARIS, Nov. 1917.—As everything we have is simple, our furs will be simple, too. Ladies who have fine furs will wear them again this year, of course, but in small quantities.

Ladies who have to replace the old ones will choose some more classical furs.

Owing to the events in Russia, the great difficulties of shipping and the still greater (if possible) difficulty of working up raw skins, the Siberian and Boukharian crops have not been sent in their full to Europe or America.

Sables could be had, the prohibition of killing being removed now, but there are no hunters.

Ermine and **Squirrel** are not very plentiful, and the sacs the Russian and Siberian people used to make are very scarce. Besides they are forbidden entry into France.

We have had to make up for all these deficiencies by using more extensively kolinsky, marmot, hares: this for the Russian furs. We all know that the French dyers have made wonderful progress in their line, and that the Lyons factories are now famous for their kolinsky dye, hare dyed black, and Persians, although I must say that so far the latter and also broadtails are better dyed in America, and particularly in Canada, where they are as good, certainly, as those the Leipsic manufacturers used to supply before the war. I really feel certain that in future, when all our men are back, the Germans will have much to do, not to remain the first, but even to be up to the other nations, as far as the fur trade is concerned. Our great mistake was to believe them to be more able than ourselves and that it was no use our trying to improve our methods, for we would never meet German prices and perfectness of handling. It is true they worked well, but during the three years we have already been obliged to do without their work we have made experiments. At first we were not very successful, but improved every day, so that now the English, American and French dyers will, between themselves, manage very well to have their peltries worked. Prices will be fair. Canada and America will produce what we need, together with Russia.

Many Furs in Fashion

Among American furs we have always skunk, which is so staple that we could not do without it.

Opossum, whether natural or dyed skunk, is most useful. We have even used it plucked to imitate white fitch. It is nice if the skin is full and woolly, for it looks very warm and matches most materials. It is rather light, sometimes almost white, which gives a nice hue to the complexion.

SUMMARY

A season of many furs is here. Opossum in many forms; mink, raccoon, beaver, fox, fitch, coney and seal prominent.

Twisted fur for muffs.

Belts of fur with bow tied in front.

Fur hats entirely cover the hair.

Russian and Chinese furs for children.

Sicilienne de laine, a new rough fabric for tailored costumes.

Bure for warm coats.

Mink is very much in favor, now that furs worked up in bands are seen everywhere.

I have seen a coat made of very fine mink skins which I considered as beautiful as many sable coats I had had in my hands before.

Raccoon comes in useful for trimmings and for muffs and capes or ties when dyed blue or skunk color. It is a very practical fur, suitable for everyday wear.

Beaver also for trimmings is very much sought. It is replaced by **Nutria** in cases when price is in question. The former is finer, though, for it is so pleasant to wear, and improves one's complexion so!

So is **Australian Opossum**, rare this year on account of its import being stopped.

Foxes: Silver, Sitka and Black, which in some instances are replaced by wolf. This fur, when medium size, full and silky, dyes beautifully in both shades, and is stronger than red fox.

White Fox is always fashionable, for it is very dressy.

Fisher is extensively used this Winter. It is handsome and strong. I prefer it to **Blue Fox**, which looks woolly and old in many cases.

Ermine makes nice capes and muffs. It is often seen in connection with skunk. **Fitch** also is still fashionable, and matches skunk beautifully.

Seals, Persians and **Broadtails** are the leading articles for coats. **Hudson Seal**, on account of the prices fetched by Hudson seal strips, is less often asked for; seal is preferred, although more expensive, because there are no seams in a sealskin, whereas Hudson strips have many.

Coneys, which, as you know, are the specialty of French manufacturers, have reached enormous prices; the crop was inferior last year to what it used to be, and will be worse this year perhaps. The handling costs much more than usual, so that it is very expensive to have one's dress trimmed with silver coney, taupe, blue, or any fancy shade coney. In strips to imitate seal it is very dear, especially as the Australian rabbit skins, which as a rule complete the French crop, are not coming on the market.

Some Novelties

Now, let us see where these various peltries come in.

I mentioned in last month's article the fur waistcoat, which is still seen in many instances, together with fur sleeves; the collar is also in the same fur and a wide band at the bottom of the coat. The material used in them is mostly velours de laine, same as the samples sent last month. Some coats are in velvet, plain or ribbed, and in satin. The furs are then more fanciful; we shall see mole, ermine, fitch on these, whereas on velours de laine the staple beaver, seal, Hudson seal are mostly used.

The scarfs are not of the same shape as heretofore; they are like comforters rolled close round the neck. Sometimes it is a real comforter made of the same material as the coat, and the ends only are in fur. We have then the cuffs—huge ones—in fur or the muff to match.

These are all round, melon-like, very big, but with small openings. The fur is mostly worked up in bands, straight or twisted like a snail shell.

There are also some fur belts; large bands of fur tied in front by a wide bow. This is attractive, yet not suitable for everybody.

What is nice in a short jacket, quite loose, which looks very much like a cape, but has sleeves and a big cosy collar; in mink or skunk it would look handsome.

For long coats I would like light furs, such as mole or broadtails. The latter may be replaced by Persian paws, which, when nicely worked up, are rather effective.

Kid in crosses or skins would also do very well, but this article is very rare, therefore very dear.

All these are very handy, for they can

(Continued on page 25)

MARKET REPORTS

THE MARKETS AT A GLANCE

THERE is no use disguising the fact that business has been quiet for the past three weeks. It could, of course, be hardly expected to be otherwise. A general election, the conscription issue and the Victory Loan campaign are each in themselves sufficient to have caused the lull. Wholesalers report, however, that collections are good and that possibly November was one of the biggest months on record for discounted paper being met. This would seem to indicate that there is money in the country and once all the deterrent side issues have been cleared up the volume of business will come back.

All wholesalers have been stock-taking this last week of November and but few new prices have been set.

Knit goods mills will be going to the trade with lines of hosiery, underwear and sweaters during the month of December. There will be heavy increases, running according to one manufacturer as high as 100% on some of his lines. The average increase over this season's prices, however, will be between 25% and 30%.

A number of lines of smallwares advanced during the month. Probably the most noticeable was an increase of practically 50% in hair nets.

Raw cotton registered a new record figure, touching 31.25 on November 26. There is every reason to believe that still higher prices will be reached.

Wool is still scarce and some mills report their stock nearly exhausted. Wool waste of good quality is being purchased for figures as high as 80c the lb. as against pre-war prices of about 15c for wool.

RECORD PRICE

Cotton Reaches Highest Price Since 1869—December Options Sell Beyond 30c

COTTON.—A new high record was reached by cotton on November 26 when $31.25 was paid for spot cotton on the New York market. Not since 1869, one of the years of the Civil War, has such a figure been reached. December options showed equal strength $30.20 being asked and bid. Everything seems to indicate still higher prices. Growers are reported to be holding for 40c cotton which would indicate a price of at least 33c on a New York basis. It is hardly necessary to state what effect this rapidly rising market will have upon practically every branch of the dry goods business. The present high prices seem fair to become low by comparison with what are yet to be.

Practically all Canadian textile mills are believed to be well covered in so far as their raw cotton supplies are concerned, and this fact alone, it is claimed, has held prices on the manufactured articles at a level that is inconsistent with the raw product figures. Sharply revised price lists are expected from the leading cotton mills in the near future and no one ventures to predict when the top will be reached.

WOOL SCARCE

Most of Expected Australian Shipments Not Yet to Hand—Prices Remain Steady for the Present.

WOOLS.—There is little to report regarding the wool situation. Large New Zealand shipments have been received in Canada and have been absorbed by the trade. The long expected shipments of Australian wool are believed to have arrived at Vancouver but nothing definite could be learned at time of going to press.

One thing seems to be certain. The price fixed by the Imperial Government for next season's supplies from the Antipodes will be from 15 per cent. to 20 per cent. higher than that at present prevailing. In fact the increase may prove to be considerably greater than this. This is felt to be necessary owing to the dissatisfaction of the Australian sheepmen who know that they could get almost any price if they could sell on an open market.

The outlook for next year's supplies does not appear to be a very hopeful one. Grave fears are expressed by all dealers that a serious shortage will eventuate. For the immediate present mills appear fairly well supplied although it is believed that some are running considerably under capacity, being desirous to not run themselves out of stock.

Domestic wool prices remain the same with none being offered. The country is believed to be pretty well swept bare.

HIDES STRENGTHEN

New High Level Touched By Hides—Supplies Still Very Good—Demand Improving But Still Under Normal.

HIDES.—During the month hides strengthened decidedly and not only recovered the lost ground of a couple of months ago but even showed a new record, the present prices running from 1c to 3c per pound more than the previous high levels.

There is still a plentiful supply coming forward and tanneries report plenty of leather to fill all orders but the heavy buying of the Allied Governments as well as the United States Government keeps the Boston market very firm, and this firmness is extended to Canada.

Canadian shoe manufacturers are reported to be showing a slightly increased interest in leather but there is no doubt that business with them is still much below normal and few indeed are running their factories at capacity.

SILKS WEAKER

Slight Price Recessions in Some Manufactured Silks—Raws Remain Stationary Since Last Decline—Demand Limited.

SILKS. — Manufactured silks have shown an inclination to weaken a little during the month although the decline has been very slight and very irregular. In fact some of the cheaper grades have advanced a cent or two. The average decrease though would perhaps be about 2½ per cent.

Dealers do not anticipate further declines although admitting that business is far from brisk both in this country and the United States. The principal reason for the drop is probably this very quietness noticeable on the other side of our southern boundary. This condition, however, has been existent for some six or seven months and it is held that the market shows real strength, in one sense, to hold up under it. There is no doubt that the extremely high prices of both cotton and woolen fabrics have prevented what would otherwise have been a sharp decline.

This applies only to American manufactured silk. French and Swiss silks continue to show advances and are hard to get. These lines include lining serges and satins and here the advances have been particularly marked. The difficulty of getting raw materials is keeping idle many looms in these two countries.

Foulard is being held as a leader in New York but Canadian buyers are inclined to fight a little shy of this, saying that it has never been a popular silk with the Canadian public. Crepe-de-Chines, Georgette, Taffetas and poplins are considered safer propositions in this country. It is likely that darker shades will be slightly stronger and Canadian dealers are inclined to fight shy of bright patterns.

SITUATION UNCHANGED

Nothing Further to Report in Linen Situation—Canadian Agents Hoping for the Best—Cotton Being More and More Substituted.

LINENS.—There is really nothing to add to the linen situation as reported in the last two issues of DRY GOODS REVIEW. No definite information can be secured as to deliveries as it all depends on the amount released by the British Government. More and more cotton is being used and some very fine appearing damasks are produced that are nearly all cotton.

UNDERWEAR

Mills Will Announce Fall 1918 Prices During December—These Will Be Higher—Interest Still Centred Around U.S. Orders.

UNDERWEAR.—Retailers and wholesalers are awaiting the publishing of the Fall prices for underwear for 1918. Most mills will have their samples and price lists prepared by the middle of December. As far as can be learned at present there will be large increases. One manufacturer spoke of 100 per cent. increase in some lines. The average increase though will be about 30 per cent.

Practically all mills have cleaned up their Spring orders and it seems probable that all orders placed early will be well and promptly filled. Some mills have cancelled Spring lists and adopted new prices showing increases of about 10 per cent.; with some, however, the prices on Spring lines are as yet unchanged. As practically all of the underwear mills have accepted United States Government orders there will be little disposition to accept sorting business and a shortage in many lines is expected as retailers did not buy anything like their usual quantities. Jobbers stocks, once depleted, there will be considerable difficulty in filling gaps in the stock.

Elsewhere in this issue the whole knit goods situation is dealt with more fully. Next month it will be possible to give in detail the price changes in sight for the year ahead.

BRITISH RUGS

Remarkably Good Deliveries from British Mills—The Mother Country Desirous of Keeping Up Her Exports—Linoleums Also Coming Forward in Good Quantities

RUGS.—All jobbers report that they are agreeably surprised with the deliveries that are being made by British carpet and linoleum mills. Great credit is due these industries for the almost superhuman efforts that they are making to keep up their exports.

Quite a number of new designs are being produced and when labor, shipping and raw market conditions are all considered what is being accomplished is wonderful. Of course it must be admitted that Canada is getting more than her share of what is being produced owing to the desire to keep up the rate of exchange with this country as so much more supplies are purchased here than in the other colonies owing to our proximity.

The same conditions apply to Scotch and English linoleums which are reaching this country in fair quantities.

BOOTS AND SHOES

Shoe Trade Still Quiet—No Price Changes in Sight—Fall Deliveries Have Been Good—Usual Increase in Rubbers.

BOOTS AND SHOES.—The shoe trade is still finding business much below normal. In addition one wholesaler stated that the amount of Fall shipments that were returned was unprecedented. Various excuses were advanced by the retailers for so doing but undoubtedly in most cases they found themselves overstocked and were afraid that prices were going to break.

Samples are being prepared to start after the Fall business of 1918. While there have been no advances neither have there been any concessions and considering that this branch of the trade has been very quiet it is rather surprising that prices have been so well maintained. Leather, which was very weak a couple of months ago, has now firmed up and shoe manufacturers point to this as an indication that shoes will be no cheaper.

Rubbers experienced the usual advance in November of about 10 per cent. It is noticeable that deliveries have been good this Fall, a decidedly different condition existing here to that which prevailed a year ago.

HAIR NETS ADVANCE

Increases in Nearly All Lines of Notions—Needles Still in Very Short Supply—Celluloid Goods Show Very Large Increases—No Steel Knitting Needles Procurable.

NOTIONS.—All along the line in the notion field there have been marked increases. Probably the most marked of these has been an increase in hair nets equal to about 50 per cent. Most of the jobbers are getting around this by buying a cheaper grade net to sell at the old price as it is felt that the established retail prices can only be changed with great difficulty. In consequence there will still be hair nets that can be bought to sell for 5c but they will be of very coarse mesh. Needles are being handled in the same way. One of the largest English manufacturers of needles has dropped four out of the five brands formerly made by him and is devoting the few machines that have not been appropriated to Government use to manufacturing one standard line. These are now being put up in packages of 20 to the package instead of the old quantity of 25 and in that way it is still possible to land them here and sell them for 5c. The supply, however, is limited and is much exceeded by the demand. This is a condition, however, that is liable to get worse before it is better as the government is operating the biggest part of his plant as a munition works and he says that they are liable to take the remaining machines at any time.

There are practically no steel knitting needles coming into the country, and present stocks that have been in the jobbers' hands are about exhausted. While pins are being made by one factory in Montreal, this plant is also vastly oversold, some orders being a year behind promised delivery. Some few British pins are coming into the country at vastly increased prices though here the same policy is being adopted as with the needles. DRY GOODS REVIEW recently saw a shipment of English brass pins that had just arrived

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THE DETAILS OF AN INVENTORY

(Continued from page 16.)

missing numbers. They are then filed on a big spike file, in numerical order, list No. 1 being on the top of the file where it will be first available to call into the regular inventory book.

Inventory Book Used

For this last purpose there are a number of blank forms available from any office-supply house and most of them are good. I have used standard loose-leaf systems, but finally came back to a regular bound book ruled to my order. I like this better as each year's inventory is in a volume by itself and for comparison purposes I find it more convenient. The ruling adopted is shown in the accompanying cut. It will be noticed that the quantity column is right next to that for the cost price. This saves considerable time and eye strain when extending and prevents the error of straying off the line, which is common when the quantity figures are at one side of the page and the price at the other. It will also be noticed that there is a column for selling price. Some merchants extend this price when working out their stock sheets as well as the cost, and show both cost and selling values of their stock. I have never believed in this as it is a lot of work with very little practical benefit that can be secured from it. I do believe, most strongly, however, in putting the selling price on all quantity tickets, lists and inventory sheets as a means of check against error in correctly interpreting the cost cipher. When making up the initial list and quantity tickets, one is bound to use some help to whom the cost cipher is so much Greek. For instance your cipher meaning 95c may be "le" and that meaning 25c may be "te." A little carelessness in marking and one may look very like the other and, to the clerk, who does not understand the cipher, it would be very easy to write down the wrong letter. If however the selling price is entered at the same time the error is immediately detected as it will be known that goods selling for 40c did not cost 95c or vice versa, goods selling for $1.50 did not cost 25c. When glaring inconsistencies such as these show up in the preparatory lists, a little investigation will reveal what the correct figure actually is.

Inventory the Time to Departmentize

The next important procedure is writing the stock into the inventory book from the lists, and here let me state that this is the time to decide to departmentize the stock if such has not been done up to date. It does not matter in what order the stock may be on the sheets, it can be carefully classified as written into the final record. Divide the inventory book into as many sections as you decide to have departments and fasten to the first page of each a tab of ticketing linen with name of the department written upon it in ink. It will be necessary to find each of these in a hurry as the stock is being called from the lists and this idea will much facilitate the work.

Question of Number of Departments

Into how many departments shall I divide my stock? may be the question of some. The more the better, provided it be possible to rigidly adhere to the details, without swamping the office with work.

I have, at the present time, my stock sub-divided into the following departments:

"A," Dress Goods and Silks; "B," Wash Goods and Staples; "C," Laces and Ribbons, including embroideries trimmings, veiling, etc.; "D," Notions; "E," Ready-to-wear; "F," Underwear, Hosiery and Gloves; "G," Millinery; "H," Boys' Clothing and Furnishings; "I," House Furnishings, including Carpets; "K," Men's Furnishings; "M," Men's Clothing; "N," Boots, Shoes and Rubbers.

I would like to still further sub-divide the stock. I would like, for instance, to separate gloves from hosiery and silks from dress goods and I think that eventually I will do so, but for a person who has not tried to departmentize his business a division such as above will be found to carry sufficient detail for the first year or two.

Sold Lists Checked Off

Departments decided upon, and inventory book prepared accordingly the work of entering the inventory may be commenced. List No. 1 will be taken off the file and first it will be noticed what items there are in the space reserved for goods sold. Let us say the first list happens to be hosiery. In the "sold" space will be observed this item, among others: 6 pr hose E/CP/75. The list above will be scanned for the stock quantity of hose bearing this cost and selling price and the 6 pair will be deducted from the original list. This procedure will be followed until all "sold" quantities are cancelled. The list is then called from the sheet to some girl who enters the amount as instructed and calls back quantity and price as she does so.

I have always made it a practice to call all my stock myself. It takes up about a week of valuable time, but I feel that it is worth it. I feel that I know the stock better after having done so and I also feel that no one will take as much trouble as myself to see that each article gets inventoried in its proper department and to see that all possible errors are checked up.

The rest of the work of extension and addition is simple routine except that I have always followed the principle of adding each sheet separately. At the end of each department a summary sheet is used, giving the totals for each page and these totals are added to get the department total.

Discussion on Depreciation

There is however one other matter that really should be treated here while talking inventory and that is "depreciation." I have already touched on how we figure depreciation of merchandise. An article that for any reason is not considered worth 100 per cent. is discussed by myself and the salesman in the department and a selling price is put upon it that, it is felt, will be sure to move it. A fictitious cost price is then found by deducting the usual mark-up percentage for the class of goods in question. That is, if the average merchandise of a similar nature is marked with a profit of 50 per cent. on cost, 1/3 is deducted from the new selling price and the new cost is thus arrived at. Henceforth this figure is considered to be the cost of this merchandise and old costs are forgotten, even the cost-mark on the stock price-ticket being changed.

Depreciation on fixtures and furniture is, however, a rather different matter. We handle it in the usual manner of taking 10 per cent. each year from the previous year's inventory for regular lines. The list is carefully gone over as well and any items that have been destroyed or disposed of are deducted in addition to this percentage. New fixtures purchased during the year are added at 10 per cent. less inventory cost. Thus in 10 years our fixtures cease to be considered an asset and a doubtful enough asset they are at any time when attempting to dispose of a business, although a very necessary adjunct to a going concern.

Next month with the editor's consent I am going to try and give you a clear outline of the way I close out my year's books and re-open them for the coming year, with each department handled as a separate business.

WHO IS LIABLE TO INCOME TAX?

(Continued from page 15.)

long way from being the same as profits in cash as any merchant who has tried to liquidate his business will affirm. It is only then fair that thorough depreciation should be allowed off all these classes of assets before the actual income of the business is decided upon. Any further information that DRY GOODS REVIEW can procure as to the application of this act will be given in subsequent issues.

NOTES

A new company has been formed known as W. E. Preston, Limited, to take over the business of the Playfair-Preston Co. of Midland. It is intended to increase the capitalization of the company.

Humberstone Shoe Company, Ltd., has been incorporated with a capital of $100,000 at Humberstone, Ont., to manufacture boots and shoes, footwear, mitts, gloves and all leather goods. C. C. Knoll, C. A. Neff and M. C. Knoll of Humberstone are the incorporators.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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THE ANNUAL INVENTORY

AS soon as possible after the first of the year practically every merchant takes inventory in some form or other. It is essentially necessary that it be taken correctly. A carelessly computed inventory is almost worse than none at all.

An interesting article in this number is that one describing the methods used by one dry goods merchant in assuring himself that his inventory, when completed, accurately represents the value in cash of the merchandise on his shelves. The question will likely be raised again this year as to whether goods that have advanced sharply in value since they were purchased should not be listed at the present market figure. Dry Goods Review has discussed this side of the question with a number of leading retailers. Almost to a man they advocate the actual cost as the basis for inventory. A profit is not earned until the sale has been made and many things may transpire before that eventuates.

There is no doubt that there is nothing illegal in listing merchandise at present market values, but a merchant is apt to deceive himself on observing a supposed profit that yet remains to be earned. This method also puts a tremendous task upon the year ahead as profits would have to be earned on the increased values and few, indeed, are the merchants that are not retailing many lines of merchandise at less than present mill prices.

Looking at it from every angle the actual laid down cost would seem to be the basis to work upon.

THE ANNUAL SPRING NUMBER

THE next issue of Dry Goods Review will, as usual, be known as the Annual Spring Number, and the editorial contents will carry out this idea by a survey of style conditions for the coming season and also merchandising methods adaptable for Spring selling will be described and commented upon.

We will follow out the example of our last two special numbers and secure the opinion of leading buyers in the country as to what in their opinion will be the leaders in their particular lines for the Spring season.

A member of our editorial staff will pay a special visit to New York and will give us first hand the latest style news from that fashion centre. Merchandizing methods adopted by some of the leading stores of this metropolis will also be described. Salesmanship classes as conducted in one of the leading Toronto stores will be commented upon, and some of the leading principles that these classes aim to teach will be dealt with. The buying policy for the coming year, the possible trend of the textile markets, methods of departmentalizing a dry goods store, special sales plans that have proved successful, description of one or two newly equipped stores, window trimming and card writing are among the other subjects that will be touched upon.

The editors are earnestly striving to make every issue of Dry Goods Review, and the Annual Spring Number in particular, of engrossing interest and practical benefit to every dry goods and general merchant. Discussion of the leading questions touched upon in this coming number will be welcomed and suggestions from our subscribers regarding subjects that should be discussed in our columns will be given careful consideration and acted upon wherever practicable.

THE CHRISTMAS SEASON

THERE remain about ten selling days before the curtain is pulled down on the Christmas business of 1917; ten days of hustle and bustle and intensely concentrated effort.

For this year let us not say "A Merry Christmas," but a proud and hopeful Christmas, proud of Canada's accomplishments and hopeful for her future, and let it also be a Merry Christmas in so far as the little ones are concerned, for it is after all the children's season and their childhood Christmas days are unfortunately but too few.

MEN'S WEAR SECTION

MAKING MOTHER AND SON FEEL WANTED

This a Big Feature in Building up Boys' Department — Methods Adopted by the 2 Macs—How Their Boys' Department is Feeder For Men's Side of Business.

A STORY is told of a Toronto newspaper reporter—famous for his ability to "bring home the bacon"—somewhat as follows:

The reporter saw a light in a lodge room.

"There must be something doing up there," he said to himself. "I'll go up and see."

He went, and was thrown out the front door.

He went up again and was thrown out the back door.

Nothing daunted he ascended once more, and as he alighted, after being started on his way through a window, he rubbed his head. Then a look of enlightenment spread over his face. "I know what's the matter," he murmured. "They don't want me up there."

* * *

Now the average person—it requires no proof that reporters are not average—is quicker to perceive he is not wanted than was this newspaper man. Also he is quick to perceive that he is wanted, where evidence of this is at hand. This feeling of being wanted, perhaps, brings people back to a store more certainly than anything else.

Comfort Provided For

It is for this reason that the 2 Macs, Ottawa, have, at the entrance to their boys' department, a carpeted space, furnished with tables and chairs—big chairs for mothers and large boys to use, while waiting—little chairs for the little folk.

The mother and the boy—big and little—are wanted in this store.

This has been the attitude in the 2 Macs for many years, and commenting on this attitude F. W. Gervan, manager of the boys' department says:

Boys Grow Up—Still Customers

"It is interesting, and pleasing, to see so many of our boy customers in the men's department."

Mr. Gervan does not say this is profitable, also. That fact, however, needs no proof. The boy buys his clothes, then he grows up and buys his first long pant suit and all the accessories. Next he buys his men's clothing. What could be more profitable? The boys' department is indeed a feeder for the men's side of the business.

Speaking of methods and results Mr. Gervan says:

Like Two Bloomer Suit

"One feature which we have been trying to educate our customers to, this last five years, and which is now coming into its own, is the extra bloomers with each suit. This trade has grown to such an extent that we buy extra bloomers to match every suit that goes into our stock for boys seven years to seventeen. Of course the customer has the privilege of buying the suit with one pair, but this privilege is used very seldom."

He adds: "We find the mothers are buying better clothes for the boys this last two or three years than ever before, and we find the reason for this is that they have come to understand that it is economy as they find that they give more wear than the difference in price."



A PERMANENT BOYS' WINDOW.

Boys' goods are always displayed in this window. This particular display shows Fall and Winter clothing. Arranged by J. L. Beaudry for The Two Macs, Ottawa.

Difference of Opinion

There is, we know, a difference of opinion on some points here raised. Notably on that of the two bloomer suit. All readers, however, will be interested in the argument made by this manager of a boys' department which has proved so highly successful.

Don't Want Two Bloomers

Another dealer who has made a success of his boys' business is N. J. Fraid of Cornwall. In his case, he has found the two bloomer suits not particularly strong. He says that his experience has shown that parents prefer not to pay the extra price for a suit with two pair of pants, but rely on being able to pick up the extra pair that will probably be needed at some bargain sale. There are often to be found lines of bloomers made from small ends of good cloth that can be picked up cheaper than the price that would be required for a pant that matched the suit.

Mr. Fraid who has had thirty-two years' experience of the business in this one town has found excellent profit in getting into the boys' clothing line and staying with it to the satisfaction of his customers.

The Mothers' Influence

"I have sold many little fellows their first suit with pants, and supplied them with clothes right on through boyhood and up to manhood, and they are still my customers," he said. "This is one great feature of going in for boys' clothing. Lasting business reputation can be built upon good boys' clothing, and the policy of pleasing the mothers.

Few men ever forget the influence of their mother throughout life, and the store she used to go to for their clothes, if still in existence when they are men, will get their business nine times out of ten provided that as boys they have had pleasant associations with the store. That of course is a matter that is up to the dealer."

"There was once a store that featured boys' clothing, and who saw to it that every pair of boy's pants with suits for a certain age had good deep trouser pockets in one of which there was always a serviceable clasp knife when the suit got home. Did he get the boys' business of his town? Well didn't he just!"

Satisfying the demand for boys' clothing is in the main the giving good value for the money. From conversations held with dry goods merchants who have put in boys' clothing and made a success of this side issue, DRY GOODS REVIEW found that the mothers play the large part in the transaction. The boys have their ideas regarding the suits they want, ideas which range chiefly around the presence of plenty of pockets, and absence of fussiness but the mothers exercise the feminine perogative peremptorily and see to it that the suits selected are strong and of good wearing quality.

THE OVERALL SITUATION

Much Higher Prices in Sight — Some Manufacturers Have Already Raised Their Prices—Others Will Announce New Prices December 15.

ONE of the important lines of the men's wear department in practically every store, particularly where a farmers' or mechanics' trade is done, is overalls. It is therefore interesting to note what price probabilities there are for the near future.

Most of the standard makes are still being quoted at $22.50 per doz. although at least two manufacturers have published advanced lists to take effect December 15th, quoting $23 for then with a further advance to $24 effective in February. All speak confidently of $25 to $26 as the price in the very near future.

In face of such figures as these it seems incomprehensible that many merchants are still retailing similar lines for $1.75 and $2. Even if these were bought at prices that enable them to be handled at such figures without actual loss, the replacement value has to be considered. To sell an article for $1 when it takes $2 from your capital to replace it would seem to be laying up trouble ahead. It is acknowledged of course that there are conditions of unfair competition that might force a dealer to keep his price down but we believe the majority of merchants have themselves to blame for their position in this regard. The stocks at present held are not, like the widow's oil and meal, replenished by Divine power, but will sooner or later become exhausted. Stocks bought at present prices will have to be retailed at about $2.50. Would it not therefore be better to start now to gradually work customers to this level rather than spring a 50c or 75c advance upon them, in a night, as it were.

There is absolutely no doubt that prices are bound to be maintained for the near future at any rate. Recent cloth advances covering a period of about two months have equalled about 4½c yard and this works out to an increase of nearly $3 a dozen on overall prices. Since these last announced cloth prices raw cotton has taken further jumps and is now quoted at close to 32c on the New York market, just four times its pre-war value. When in addition it is remembered that everything including buttons, labor, overhead items such as coal and machine oil, have been showing advances that average nearly as great a percentage it can be readily seen that all price changes to date are justifiable in so far as the overall manufacturer is concerned, and it is equally certain that he will be unable to prevent further advances in the near future.

DRY GOODS REVIEW was talking the situation over with the manager of a large plant devoted to this class of manufacture. "Do you imagine, does anyone imagine, that we are wilfully advancing prices without being forced to do so? Do you suppose we do not realize that there may be a limit past which men will not go, preferring to wear out their old clothes rather than buy new overalls? The fact remains, however, that we cannot operate at a loss, and I can truthfully say that every advance that this mill has made has been only adopted when rising costs have forced our hands."

Even while higher prices are almost a certainty, DRY GOODS REVIEW takes the stand that overalls, like much other merchandise, have passed the figure when speculation in them would be wise. Buy sufficiently ahead to cover the season's requirements but no one can look a year ahead and prices, that now exist, are too much above normal to be paid for stock that will have to be held for longer than one season.

BRIGHT PATTERNS

Good Quality Shirts Selling — Fancy Cloths With Bright Patterns Favorites—Prices Remain Stationary

SHIRTS.—Travellers who have been on the road with Spring ranges of shirts report fair business. Good prices are being paid and the lower-priced lines are being passed up by a number of retailers.

Demand runs strongly to brighter patterns, Jacquard weaves and crepes being particularly good. Some lines of fine Scotch zephyrs are being shown, and they come in quiet, neat stripes; but these come at very high figures, and are only being taken up by the exclusive and made-to-order stores. Prices as high as $7.50 each are being asked for some of these cloths when made to the customer's measurement.

Prices remain stationary since Spring lines have been out, but with all cotton goods very firm, advances are not improbable as soon as cloths held at present begin to get sold out.

FELT HATS HIGHER

Canadian Manufacturers Advance Lines $1 Per Doz.—One Line of English Straws Advanced 25 Per Cent. —Panamas Selling Freely for Spring.

HATS AND CAPS.—The recent order prohibiting the export of all animal hair from Great Britain is having a direct effect upon the Canadian hat industry as it is going to shut off a large part of the

supply of rabbit hair used in fur felt manufacture. On receipt of the news, two of the larger Canadian manufacturers advanced their prices $1 per dozen on nearly all lines. The market is decidedly firm and further advances are not improbable

Spring deliveries are expected to be about a month later than average in so far as English lines are concerned but it is believed that orders will be shipped in plenty of time to meet the trade's requirements.

One British manufacturer raised his line of straws recently 25 per cent. at one crack. This last increase puts the better grade boaters at a price that will be higher than the cheaper grade Panamas. Last season was of course a very heavy Panama one and from orders being placed it is evident that retailers feel assured that the coming season will be even better.

It is conceded, however, that the better trade will likely swing towards the boater as the Panama is becoming too common and after all it is not as dressy as the split boater in a good quality.

There has been a fair movement in caps the past month although retailers are largely adopting the principle of buying this line from hand-to-mouth as the trade is always demanding something new. Prices remain steady with decided firmness noticeable and figures which a year ago it would have been considered impossible to procure are being cheerfully paid over the counter for the better class caps.

GOOD NECKWEAR

Swiss Silk Coming a Little Freer—No 50c Neckwear for Spring—Printed Lines Will Be Good.

NECKWEAR.—The neckwear manufacturers are busy clearing up the balance of Christmas orders, and have not as yet given very much thought to Spring business. Swiss silks are reported to be coming through a little more freely, but the reason for this is a slackening off in English and French business. Swiss manufacturers are still experiencing considerable difficulty in getting supplies of raws.

This trouble will likely be aggravated by the recent Italian military reverse.

Few houses are showing lines of 50c neckwear for Spring, the majority of ranges starting at $5.50 and from that to $15. Stores that a couple of years ago fought shy of 75c lines are now experiencing little difficulty in disposing of quite a number of $1.25 and $1.50 lines.

Printed failles, foulards, and satins are generally considered to be the leading feature for Spring.

Monkland Mills, owned by James Wilson & Son., at Fergus, Ont., were recently destroyed by fire with a loss of $50,000. Some employees were severely injured by explosions from combustion.

SCARCITY OF CLOTH GREATER

Market Tendencies Give Clothing Manufacturers Some Anxious Moments—Deliveries of Cloth Very Uncertain —Labor Another Serious Problem.

THERE can be no denying the fact that the clothing manufacturer will find it increasingly difficult to maintain his line of cloths for the coming season. Evidences of this were seen long ago, but as the end of the season approaches the prospect resolves itself into one of more serious proportions.

Some Patterns on Hand

Many of the large houses are fortunate in having reasonably large stocks of some standard patterns, but others are, and will be, very short of these. Serges, for instance, will be scarce, and deliveries are hard to secure. In view of the fact that a good demand is anticipated from all parts of the country for clothing of the better grades, this makes an unprecedented situation for the manufacturers generally.

No Woolens from English Mills

The cloths that have been coming regularly and uninterruptedly from England will come this year, if at all, in largely decreased quantities—very small lots being looked for even by the largest dealers. In conversation with one of the largest buyers of woolens from the English mills, DRY GOODS REVIEW ascertained that they held out little hope of securing any stock to speak of during the coming months.

The Question of Price in 1918

Since no manufacturer knows to-day, so to speak, what he may be charged for cloth to-morrow, it is impossible to give definite information as to the prices that will obtain for next Fall's offerings. There is one point upon which all are agreed, and that is that prices will be higher. One dealer states that the advanced prices at which they are now buying some cloths are much higher, from a percentage viewpoint, than previous advances have been. Cloth that was procurable in the English market before the war on a basis of three shillings, now sells at eight shillings and nine pence. We must inevitably expect to pay more, therefore, for what is wanted in 1918.

Standardization Is Looked For

It is expected that, with many of the Allied governments turning their attention, through their special commissions, to regulating the amount of wool to be woven into various cloths, there will soon be a standardization of fabrics that must be accepted generally throughout the country. It will not be a question of taste when we come to want a suit of clothes—it will rather be essential that we conform with requirements.

Canadian Cloth Products Limited

In the matter of deliveries of cloth from Canadian mills for the Fall of 1918, there is a decided tendency to cut down on all orders and to make limited allotments. If a manufacturer shows any inclination to decrease his orders, the mills are usually glad to have him do so. This applies particularly to tweeds and overcoatings.

Better Cloths in Demand

It is a notable fact that, notwithstanding the large increases asked, men are demanding a higher class of clothing. This seems to be the experience of every manufacturer interviewed by DRY GOODS REVIEW. This applies as well to the clothing sold to young men and boys, and it indicates that there is an evident pride characteristic of our male population. It follows in our far West, also, where the writer had occasion to learn that even the foreign element was beginning to want a better grade of ready-to-wear clothing than formerly.

The Labor Situation

There has been some cause for alarm and some little hardship in the matter of labor as affecting the clothing manufacturer. One of our largest factories, employing several hundred hands, does not anticipate any friction through the effect of the war. This firm has about fifty men who belong to Class "A," but if these are called it will be able to take care of the vacancies thus created. Another factory, employing a large staff, has found that the complement of its workers has gradually readjusted itself until it now has a larger percentage of feminine workers than male, the former percentage of two to one (favoring male help) being more than reversed now. The girls and women employed have proven themselves equally capable.

In other districts labor is very scarce and production is there being handicapped. This matter of help is one largely of locality.

TRADE NEWS

A. G. & W. Bellinger, dry goods, Windsor, Ont., suffered recent fire loss.

C. Kenyon & Co., of New York, large makers of waterproof coats, are believed to have won the proud distinction of selling the greatest amount of Liberty bonds to their employees, in so far as the clothing, cloak and suit trade of the United States is concerned. The amount realized by them in this way was one hundred and five thousand dollars. Practically all branches of the dry goods and ready-to-wear trade of the Republic have shown a truly patriotic spirit in their efforts to help the Washington Government to raise funds to finance the fight for democracy.

LETTER FROM OUR PARIS CORRESPONDENT

(Continued from page 17)

be flounced easily and allow the drapings and delicate shapes which used to be the privilege of cloth and velvet.

We have also some hats in fur. They are like bonnets, the head entering deeply; they entirely cover the hair.

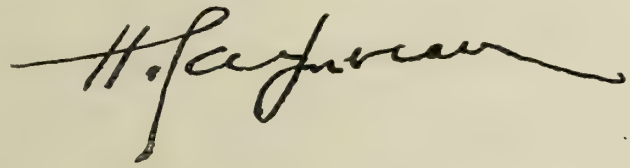
On children's garments there is hardly any fur. Besides silver coney and stone marten (which is principally employed in stoles and muffs), the furs mostly used for kiddies are either Russian (krimmee) or Chinese (goats grey, thibet) that have been difficult to import, and their price has increased in proportion. Therefore, another trimming has been devised. It is that knitted wool I mentioned in my last article, which is now extensively used, and the hats even match the coat trimmings.

Gorgeous Linings

As regards the linings of fur coats, capes, ties and muffs, the only fashionable materials are not plain, but brocaded or printed, or embroidered. The colors are generally very bright; when in dark shades, matching the fur, they are brocaded.

The various samples enclosed will give you an idea of how far the luxury (somewhat hidden) in linings is carried this season, in spite of the difficulties that arise daily from the present circumstances, and make us wonder at the creating power of the fashion leaders.

Herewith also are two samples of woollen cloth: sicilienne de laine, which is mostly used in tailored costumes, and a kind of bure, which will make some very comfortable coats for everyday wear. These will almost close the Winter season, although Winter is far off yet!



TRADE PAPERS ARE OUR FRIENDS

Well Merited Tribute From American National Retail Jewelers' Association—The Storm Signals That Will Guide Past Many Dangers.

A TRIBUTE filled with recognition of the value of the trade press to the business men of the country, was contained as a feature of the souvenir program of the American Retail Jewelers' Association, on the occasion of their recent annual convention.

The tribute to the trade press was as follows:—

"Among the many things we have to be thankful for in these days is our wonderfully helpful Trade Press. Always on the job correctly describes the tale of their activities. Association workers may come, and go, organizations flourish and lose their enthusiasm, but the labors of the Trade Press know no ending, no cessation of its endeavors, no holiday from its endless task of aiding the merchant to uplift himself.

"What has become of the old fashioned merchant who said he had no time to read the trade papers? If the sheriff hasn't got him by this time it's probably because someone else in his establishment does read the Trade Papers and manages, in spite of the old fogey, to keep things moving.

"Who supplies us with the latest news of what will sell and what the times demand?

"Who gives us the information that will lead us to the source of supply

"Who shows us, constantly, and in such a painstaking way that even the least tutuored may understand how to reckon the cost of doing business so that we may have something left after the bills and expenses are paid?

"Who places the danger signals along the rocky business road so that we may not take too many hard bumps while running the business machine?

"Who sends out storm signals at proper intervals that we may avoid overbuying, long time dating and quantity purchases?

"Who prompts us to keep shop in a manner that will leave small chance for criticism, to make success an ambition and perfection an ideal always to be striven for?

"Who encourages us to give the public the best that is in us and then to have the backbone to exact what this service is worth?

"Who always, at all times, stands ready to give us a hand to pull us out of the slough of despond and to lead us to the broad highway of better methods and better business?

"And finally, who strives to bring us all together in that spirit of co-operation that will make us one in our aims and ideals, in the end gathering us as one at the goal of honor and success?"

"Fellow merchants, the Trade Papers are our friends and we should keep company with as many of them as we can possibly find time to associate with."

W. Blanchard & Company, dry goods, Montreal, Que., are selling out.

COTTON INTERESTS DISTURBED

Restriction of Cotton Acreage in Egypt Causes Mixed Feeling in Old Land

Textile interests are greatly disturbed over the decision of the Egyptian Government to restrict the cotton acreage for 1918 in order to have more land available for cereals. Strong representations in opposition to the step have already been made to the Imperial Government by cotton spinners in Lancashire.

The spinners admit that if there is no way of procuring the food which is necessary for Egypt except by restricting cotton production, the restrictions must be made. They have never denied that, whether in India or in any other part of the Empire, food must come first and the provision of materials for clothing second, but, as at present advised, the spinning trade is not at all satisfied that another way out of the difficulty is not quite feasible. India and Australia, it is urged, have large supplies of cereals which could be used to make good any deficiency in this direction which there may be in Egypt, provided the necessary shipping is available.

The matter is one of first importance to the greatest of textile trades, employing over half a million people, for the soil of Egypt is peculiarly suitable for the growth of the best qualities of cotton that are grown, and these are just the qualities in which Lancashire specializes.

In the days before the war the Lancashire spinners took fully one-half of the whole Egyptian crop, leaving the other half for all the other countries of the world, and the tendency is to take more and more. If, in addition to all the other difficulties of the trade, spinners are faced with a serious diminution of supplies from Egypt and a corresponding raising of the price above the fancy price that now prevails, the situation will be difficult in the extreme.

TRADE NOTES

Barlow Mongenais & Co., wholesale woollens, has dissolved. E. W. Barlow retired, business continued under style Horace Mongenais & Co.

Canadian Cottons, Ltd., Montreal, Que., has an order for 2,000,000 yards of khaki shelter tent duck valued at about $700,000. The company also has extensive orders from the Canadian Government for this class of goods.

Stanley Mills & Co., of Hamilton, are issuing a monthly store paper called "The Enthusiast." DRY GOODS REVIEW is in receipt of the first two numbers and there is much in them that should kindle desire on the part of the sales force to increase their efficiency. The new manager D. I. Brosseau evidently believes in the necessity of getting the loyal co-operation of his staff.

SEND FOR SAMPLES



Mogul Coat

The Dealer is never obliged to take a chance when he handles the Brotherhood Brand of Overalls.

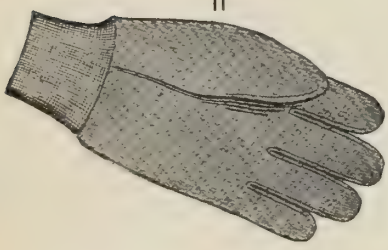
As we save money by dealing direct with our customers—cutting out jobbers' commissions and salesmen's salaries—our dealers get more actual cash out of Brotherhood Overalls than from other brands.

Let us send you samples of Brotherhood Garments. All sizes, styles and colors are in stock, or if your Overalls stock is low, try us now.

We will prepay freight on your first order of five dozen or over.

A post card will bring you all information. Send it to-day.

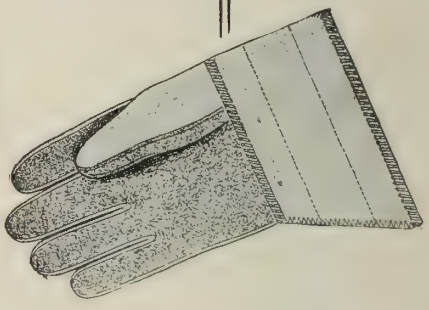
H. S. Peters, Limited -:- Welland, Ontario



TAPATCO
REGISTERED BRAND TRADE MARK

GLOVES

Make good on every job

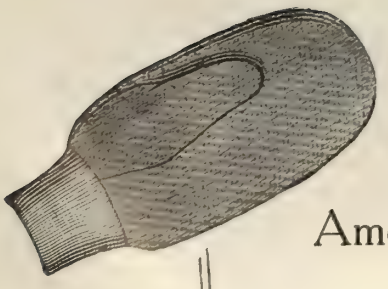


There is always a good, lively demand for TAPATCO Gloves. They are dependable gloves—comfortable, carefully made, and will give lasting satisfaction under the most trying conditions.

Sell a man a pair of "TAPATCOS" and you win his lasting good-will. Besides you secure a fair profit and lay the foundations of a bigger glove business.

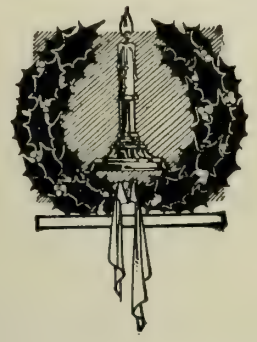
TAPATCO Gloves are made in Gauntlet Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

Ask your jobber to supply you.





The
American Pad & Textile Company
CHATHAM, ONTARIO



TO all those merchants who, during 1917, have aided their men customers to practice economy by supplying them with Arlington Cleanable Collars we extend

Heartiest Christmas Greetings

We feel sure that the business-like way in which you have handled Arlington Collars has brought you as much satisfaction as it has us, and we confidently look for bigger results next year.

By keeping the advantages of Arlington Cleanable Collars always well displayed before the men who come into your store you'll keep "Arlington" sales steady, with an ever-increasing volume.

So here's best wishes for the Holiday Season and for Bigger Business in 1918.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE -:- TORONTO

Offices of Company On and After January 1st, 1918

Montreal: Reid Building Winnipeg: Travellers Bldg., Bannatyne Street

Toronto: 76 Bay Street, Head Office Sales



Because they look like linen

You can't go out on the street and pick out the men who are wearing KANTKRACK Collars. It can't be done because KANTKRACK Collars look like linen.

Here's an argument for your customer: He can save money by wearing KANTKRACK Collars and still get credit for having solved the problem of how to have a clean linen collar at all times. You'll find your men are impressed with this advantage of KANTKRACK Collars. Use it and the other KANTKRACK arguments.

The most convenient and sales-making way to display men's ties is with the Onli-Wa Tie Holder, which we manufacture for Canada. Ask us about it.

THE PARSONS & PARSONS CANADIAN COMPANY

HAMILTON - - ONTARIO

KANT KRACK TRADE MARK REGISTERED COLLARS

No man will throw away a good coat and vest

When the trousers of his suit are worn a man goes looking for a new pair so that he may get full value from his coat and vest.

Haugh BRAND Separate Trousers

are designed to meet this ever-present demand in the most satisfactory manner. They offer a splendid variety in Serges, Tweeds, Worsteds and Corduroys at prices from $1.50 to $5.00. They are well-made, stylish, and have strong features that recommend them instantly.

Write for samples and quotations.

J. A. Haugh Manufacturing Company

658 KING STREET WEST, TORONTO



Frank Mutton, Salesman

and salesmanager of very brilliant record—has completely caught a point of view which we have been presenting for years and years, and latterly, most of all. This point of view is:

Men engaged earnestly in the affairs of business will and do find immense help and illumination from reading each week THE FINANCIAL POST OF CANADA

THEY get wheat sifted from the chaff. They get news and information about the things that really count in the conduct and movements of business and Canadian public affairs. They get a clear interpretation of news, events, happenings and factors that determine present and future developments. They read what big men have written or said about Canadian business and public affairs, and what exceedingly well-informed men glean about securities, markets, tendencies and other phases of business and investments; they read a commercial newspaper most interestingly written, admirably edited, sane and unpartizan. When a newspaper of this type and quality is available, the wonder is that any business executive or salesman or salesmanger tries to get along without it.

If we had written this letter ourselves, we could not have put it better:

Attention, Editor

Recently we sent you a subscription covering the delivery of "The Financial Post" to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact, that in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this Country. Your paper contains information that is invaluable to any travelling representative of any firm.

Yours very truly,
F. E. MUTTON,
General Manager,
International Time Recording Company of Canada, Limited.
Toronto, Oct. 12, 1917.

Prior to his connection with International Time Recording Company, Mr. Mutton was Canadian manager of National Cash Register Co.

NO salesman or salesmanager can do his best work without knowing the kind of news which THE FINANCIAL POST exists to provide. Anything that multiplies a salesman's or salesmanager's knowledge and ability required in the selling of goods and in meeting buyers and customers is likely to be a cheap, cheap investment. Mr. Mutton was and is a success because he incorporated into himself and his organization outer forces of power. Read his letter again.

OUR POINT IS:

BUSINESS and salesmanagers can most profitably do what Mr. Mutton has done: Subscribe for a copy for each man able to use knowledge of current business and public affairs in Canada to increase sales, to buy wisely, to know when to extend or contract credit, and when to go slow or speed up production.

The Financial Post of Canada

.....1917

MACLEAN PUBLISHING CO., LTD.
Dept. F.M., 143-153 University Ave., Toronto.

Send me each week THE FINANCIAL POST. I will remit the price, $3.00 a year, on receipt of bill.

Signed.....

With .....
(Name of Firm)

Address.....

D.G.R.

DRESS FABRICS AND SILKS

COTTONS FOR 1918

Conservative Designs Favored — Everything in Gingham Patterns is Saleable—Plain Colored Cottons Will Also be Good.

COTTON goods for 1918 are developing some interest. Buyers who in previous seasons carried only English goods may have to establish a precedent for next season. While large orders have been placed with English firms so that they are working to capacity, it has been done with the knowledge of long and unguaranteed delivery dates and at higher prices than ever before. For these conditions there is no complaint of course, for buyers realize the inevitableness of the situation. Orders are placed nevertheless, with the expectancy that the quality which has been characteristic of British cottons will be maintained and that the goods will be saleable no matter when they arrive.

In the meantime our needs will have to be met by Canadian and United States mills and that means that in practically every house handling cottons at all will be found next year the products of nearby operations. With a prevalence of goods from closer markets will necessarily come a wider acceptance of novelty and fancy cottons (provided the patterns offered are attractive to purchasers) for orders need not be placed so long ahead as is necessary with more distant centres in these days of perilous transit.

Cotton Designs More Conservative for 1918

This buying of fancy cottons need not alarm purchasers however, for it looks as if the output will be of quite a different character to that of last season. Many who purchased the extreme printed novelties last season were disappointed for one or two reasons. One was that in some towns the fuse of fashion did not get well lighted and goods had to be pushed at "squib" excitement. The other was that the goods were shown early, in readiness for the hot weather—which didn't come when due, and when it did people were not exactly excited over the strange things which had become familiar. There were many instances however where the novelty cottons did sell well. But in avoiding the difficulties of last year designers, manufacturers and buyers alike are at present finding their chief concern. The first result of that concern is already evident in the nature of the designs being developed. Those which proved good sellers late last Summer are being continued for the earlier offerings and it is emphatically stated by one of the leading wholesalers that the bulk of buying is being done in woven rather than in printed patterns.

Gingham Effects Lead

This gives limitless play to the gingham type of design. Gingham plaids and checks are to be had in great variety and stripes of a similar nature are taken.

These gingham effects are not necessarily confined to gingham fabrics. They are shown attractively on everything, even Georgette crepe, taffeta and velvet. As to cottons they are developed in voiles, dimities, batiste and silk and cotton mixtures as well as in some of the heavier cottons like Beach cloth and poplin, in a variety of color combinations. Those which DRY GOODS REVIEW has seen so far are almost all of a very wearable nature, even though some of the plaids are extremely large. The colors are lively in many instances but well blended and though smart and novel are by no means crude.

In addition to the gingham patterns there are two other types in strong favor. One is the foulard effect which has been discussed before. It is quite important enough to mention again, however, for cotton foulards are going to be used extensively for simple Summer dresses if the edicts now gone forth are true. Indeed many fabrics advertised now as the "new Spring foulards" are woven largely of mercerized cotton and have a soft silky appearance even at close range. These like the gingham patterns are to be had in a variety of weaves of a more or less fine texture. Polka dots and coin spots of various sizes are included in the foulard range.

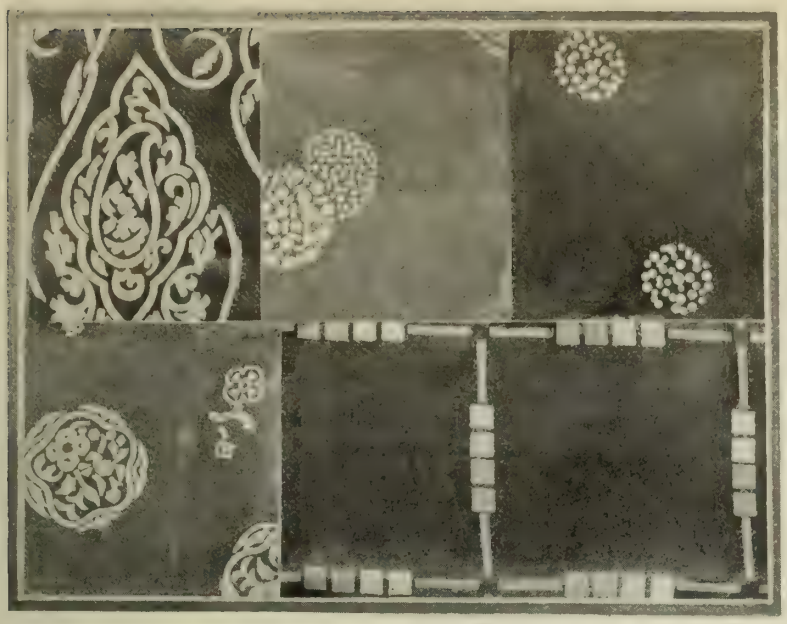
Delainettes

The other pattern of interest is that based on the designs usually shown on delaines. They are small floral effects sometimes with delicate vines trailing between. These are usually in pastel colorings with fine black or dark outlinings and are shown on cotton delaines called delainettes as well as on other fine cottons.

It is very unlikely that printed cottons will embrace the large extreme fancy motifs which are still being produced in some silks. Last year's experience showed that these patterns including many colors and requiring careful printing bring the cost of cottons up so high that they are impractical. Most people looking for novelty would rather pay the price for a novelty silk, for after all cotton is cotton no matter how high priced and designs more adaptable to its texture attract the average purchaser much more quickly than the inappropriate designs to which we have referred.

Plain Lively Colors

In addition to these three outstanding types of design, it is expected that the Spring and Summer will develop a really strong demand for plain colored cottons. The wholesalers have already received instalments of their new cottons and one of the most prominent among them stated to DRY GOODS REVIEW that he is preparing for a bigger call than ever before for the plain colored cotton goods. Beach clothes, poplins, voiles, batistes, chiffons and linen finished cottons are all offered in a big range of plain colors, pale, bright and deep. Tans, buff, blues, gold, mallow, heather, old rose, and greens are prominent. It is thought too that lavender tones will have a bigger call than last year as some interest is already shown in them. This range allows good color effects for Spring 1918, again, but it is believed there will not be as much combination of bright colors as there was last season. One manufacturer intimates too that the combining of loud patterns with fabrics of plain bright color will not be followed in the wash suits. In fact he thinks that the dashing sport tendency which was so conspicuous last Spring will have no consideration but that Summer things will be dressy and cheery but much more dignified than last season. That conclusion seems to be justified by the type of goods which is being produced.



FOULARDS FROM NEW YORK.

Top, left: Navy blue twill, design in emerald. Middle: Black twill, white spots. Right: Navy twill, emerald with white in spots. Bottom, left: Navy satin-face, foulard design in gold color. Right: Navy satin-face large check and block design in purple and emerald. Some of the new Spring silks from Reiling & Schoen, New York.

SPRING WOOLEN FABRICS

All Clay Shades and Allied Tones Favored — Tricotine, Velours, Serge, etc.—Popular Fabrics—Wool Famine Next Fall.

Almost anything one can procure in fine woolen goods for Spring may be considered as a high class novelty. Indeed there is very little news of any kind to be had in the woolen goods markets beyond higher prices continually. Demand is still active of course and everything available in the way of light weight velours tricotines, serge, broadcloth, wool poplin or other fine weaves is considered as a treasure when a buyer happens to run across it. "He is lucky to get it. By next Fall there will be little if any fine woolen fabrics to be had," is the remark one hears from clothing manufacturers and wholesalers alike. A recent London report states:

"Some manufacturers have been compelled to return all their orders taken during this Winter season, as they cannot get supplies of yarn for anything except military purposes.

"Cloths made from worsted and woolen are selling well in place of solid worsteds, the latter having got to so high a price as to be left severely for the cheaper fabrics. But the better class houses prefer to buy the solids, whatever the cost, leaving to the medium and lower class houses the field for these goods.

"It is said that we shall soon see a standard cloth for civilian wear on the market. Manufacturers affirm that the patterns are already made and waiting approval before being put upon the market. The standard cloths for officers are being made in large quantities, and if they are not altogether popular in the trade, they ensure the officer getting his uniform at a fixed and reasonable price.

"One or two houses have sold large quantities of ladies' costume tweeds during the past fortnight, but for the most part these goods are unobtainable, and it is extremely doubtful if the orders booked for these tweeds will ever be executed as the government will most likely require the wool for army purposes. It is one thing to give and to take an order, but another to deliver the goods. These tweeds are of a plain dyed order.

"There are many would-be buyers of velours and of imitation home-spun goods for ladies' wear, but these are not to be had for any money."

Retailers Busy for Spring

With the odd lots here and there however, it is quite likely that most retailers who are alert will be enabled to supply their customers fairly well for Spring so that the public will not really face a wool dress goods shortage before the Fall of 1918. One of the best known Canadian retail buyers intimated to DRY GOODS REVIEW in November that he was then supplied with larger stocks than at any other time in the history of his store. "There will be no pinch until a year from now," he said, "but by Fall, 1918, there will be a real shortage felt by the public." "There will be an absolute famine next Fall," said a prominent manufacturer's agent. In ladies' coatings and men's overcoatings there will be none at 20 oz. to the yard and up. All goods are taken to capacity in both England and the United States for military requirements. Within a week a large Bradford mill turned down orders for over 2,000 pieces. The demand far exceeds the supply," he added.

Clay Tones Important

For the present, however, the demand is for Spring goods and since Fashion accepts all the fine weaves she maintains some discrimination as to color. Her favor runs here as in other departments to clay shades—and you know there is blue clay, red clay, white clay and brown clay, which are neither blue, nor red, nor white, nor brown. But the colors of those various clays are the style notes in color for Spring. They are allowed to deepen or pale as well so that beige, silver and sand tones are prominent and in addition peacock, poilu and Pekin blues are allowed consideration. Burgundy, wine, and violet hold on too in some instances, also myrtle and olive greens. Always, of course, navy and black are certainties. One manufacturer remarked, however, that he would put more faith in the greens than in the navies offered for Spring, considering them as to their stability of dye. Some Donegal effects are good also but the plain fabrics predominate.

New Fabrics

The silver-tone velours which are a fashion feature this Winter have been copied in bure with very pleasing results. It is a soft, coarse homespun fabric. Stern Brothers, New York, direct attention to "the new light weight cashmere velours, soft velvet finish, in the fashionable colors and black, exclusive with their store."

STANDARD COLOR CARD

Announcement has been made that the Converter's Association has gone on record as formally adopting the Standard Color Card of America.

As the Standard Color Card has previously been adopted by the National Association of Converters of Cotton Fabrics, the action just taken by the Converter's Association points the way to a complete color co-operation between dyer and converter.

No doubt within a short time the entire cotton trade will follow the woolen, silk, millinery and hosiery trades in using the same colors.

"Standard Colors" is an American idea and already means much to manufacturers, retailers, and consumer by preventing off shades which do not sell readily and when sold prevent color harmony in a woman's costume.

Standard Color cards may be procured from DRY GOODS REVIEW for the same price as sold in the States, namely $1.50.

St. Laurent Garment, Ltd., has been incorporated at Montreal with a capital of $300,000 to manufacture and deal in clothing of all kinds.

"Cravenette" Regd.



PROOF

for Home and Active Service.

When purchasing RAINCOATS bear in mind THE PROOF is the essential. You must have the *best*. There is only ONE best—

"CRAVENETTE".

"For wet or fine—rain or shine."

The "CRAVENETTE" Proof has been for years the greatest boon to all living an outdoor life, and *ervice conditions* have proved its value in *every sort of bad weather.*

GIVE YOUR CUSTOMER THE BEST.

A satisfied customer is your most valuable asset; therefore stock only "CRAVENETTE" SHOWER-PROOFS, and your customer will be more than satisfied.

LOOK FOR THIS STAMP:

NO GUARANTEE WITHOUT.

REG^D TRADE MARK "Cravenette" PROOFED BY THE Cravenette Co LTD

If any difficulty in obtaining "CRAVENETTE", please write to

The Bradford Dyers' Association Ltd. (Dept. 6) 39, Well Street, BRADFORD, ENG.



You buy A.G.B. Fabrics direct from their maker

(on yellow boards only)

The AGB Fabrics

TRADE MARK-REGISTERED

There is always a complete stock of these fully guaranteed Georgette Crepes, Crepes de Chine, Chiffons, Ninons and Novelties at our Canadian warehouse, 64 Wellington Street, West, Toronto. Telephone, Adelaide 3062.

Owing to the big advance in raw silks, you get greater satisfaction and a more favorable price by placing your order with the manufacturer.

Why not buy direct from us?

LES SUCCESSEURS DE

Albert Godde, Bedin & Cie

PARIS TARARE LYONS

Practically Everything in Cotton

including Prints, Crepes, Galateas, Shirtings, Ducks, Curtain Scrims, Drills, Cotton Blankets, Quilts, Bed Spreads, Bureau Covers, Sheets and Sheeting, Pillow Cotton, Long Cloths, Cambrics, Art Tickings, White and Gray Cottons, Towels and Towellings, Bags, Yarns, Twines and Rugs.



Dominion Textile Company, Limited

Montreal Toronto Winnipeg





See this ticket



on every piece.

Crums Standard Prints are still the popular print for Canada.

The colours are fast, designs excellent and up-to-date, and the cloth possesses the maximum durability for hard wear.

"Crums Standard" marked on Selvedge.

Entirely of British Manufacture. Apply Canadian Agents:

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For all Purposes

both day and night, Lista is the most beautiful of Silk Fabrics. It is soft and dainty, wears and washes well. British built.

LISTA PURE SILK

Wholesale only:
LISTER & Co., Ltd.,
Old Change, E.C.

See latest colourings and designs.
Sold at all leading houses.

MILLS WILL ANNOUNCE FALL PRICES IN DECEMBER

Business Placed by the United States Government Still the Big Issue—Underwear and Sweaters Both Expected to Open at Largely Increased Figures — Shortage of Many Lines Probable in the Near Future — What Buying Policy Should Retailers Adopt at the Present Time?

THE interest of the knit goods industry is still centered around the large orders placed recently by the United States Government. That higher prices and considerable shortage will result seems inevitable. Manufacturers claim that they are providing for the home trade, but the existing labor conditions, coupled with the fact that deliveries on many lines are already in arrears would seem to offset these statements. DRY GOODS REVIEW feels that all dealers who have not covered their season's wants in cotton hosiery and underwear for their Spring and Summer requirements should endeavor to do so at once as a serious shortage is almost inevitable once the season opens. This belief is based on the fact that Spring placing orders for underwear in particular was notoriously small both in men's, women's and children's lines. Retailers many of them objected to the prices asked and either did not buy at all or cut their orders down to much below their normal requirements. At the time when most of the travellers were seeking Spring business there was a decided break in raw cotton, which fell, as will be remembered, below the 20c figure at one time. This was considered as an indication of a general drop in all cotton goods and many retailers held off for this reason. It will be remembered that DRY GOODS REVIEW urged at that time the necessity of placing for known requirements and events have born out the wisdom of this course.

The consequence was that the mills were able to get this business cleared up early in the season and feeling that they were justified in keeping their machinery operating they accepted large orders from the United States Government, orders that will keep them running for months into the new year. In consequence once stocks at present in the jobbers' hands are exhausted there will be but little sorting goods obtainable.

Some Spring Prices Advanced

In addition to this a number of mills have already given notice of advances on opening Spring prices that will average between 5% and 10%. Others again have simply withdrawn their lines as they have sold all that they can manufacture at the present time. Others again are still accepting orders to a limited extent at the prices with which they opened the season. It is, however, only necessary to refer to the state of the raw cotton market to see that all prices are very firm even where actual advances have not been made.







Novelty silk hosiery has drawnwork designs embellished with embroidery.

Fall Prices Will Be Out in December

Most of the larger underwear mills will be announcing their prices for Fall, 1918, during the month of December, some about the 15th and some at the end of the month. These will exhibit tremendous advances. One manufacturer even went so far as to say that some of his lines would show an increase of nearly 100%. The average increase though would seem to be from the information so far available in the neighborhood of 30%. Asked as to whether these prices would not materially constrict buying, the opinion of the majority was that it would. "We will, however, allow our regular trade the first chance at the line," said one representative, "if they show an inclination to hold back and not buy we will then accept more United States Government business and if the local trade runs short it will not be our fault. They will have had their opportunity to cover themselves." This attitude, expressed or implied was noticed in the remarks of other representatives who were interviewed. Good business, not very profitable perhaps but steady, is being offered them and it would seem to be against human nature to keep plants idle waiting for the trade to make up its mind as to its requirements. On the other hand, the retailer certainly will not relish being practically told to buy now or do without.

In fairness to all concerned it should perhaps be said that it is evident that the mills are sincere in desiring to look after their home trade first but they feel that the retailers are some of them a little unreasonable in placing the blame for the present high prices at their doors.

What Buying Policy Should Be Pursued

And that of course opens up the whole question of the buying policy that the retailer should adopt at the present

time. It is a time when the wisest may be led far astray. Conditions exist that have never existed before in the world's history and no one can attempt to say what is yet to be. The most careful study of the situation would lead us to believe that it will be necessary to buy the certain Fall requirements early in the season in order to have the goods when the selling time comes but THERE IS ABSOLUTELY NO QUESTION THAT THE SPECULATION TIME IS OVER. This belief is shared by the large departmental stores such as Eaton's or Simpson's. Up to about six months ago their buyers were instructed to "go out into the highways and the hedgeways and compel the goods to come in," the sky was the limit and the merchandise man was practically out of a job. Since that time, however, all has changed and the order of the day is to reduce stocks and the buyer who can get the merchandise manager's O.K. today has to show some real reason for it. What does this indicate? That prices will go no higher? By no means, as there seems no doubt but what they will yet continue to advance sharply in many lines, but it does indicate the belief of such organizations as these that merchandise at present prices is dangerous stuff to play with. They will of course buy what they are needing for their trade but there will be no buying to hold, in order to save paying a higher price at a later date. This then would seem to be the policy for every retailer to adopt. It is absolutely necessary to have staple merchandise to do business and many lines will have to be bought ahead in order to insure delivery in time for the requirements of the season but care should be taken that the lines are necessary.

In the first place there are not likely to be many garments such as underwear sold while prices remain at present levels. The darning needle will be brought into play in many homes where it has been pretty well unknown in these recent years of prosperity. This does not imply that the cash turnover on underwear will be less, the reverse if anything, but one dozen underwear at $1 represents a business of $12. The same dozen at $2 means a business of $24. Consequently where it has been considered necessary to buy say 20 dozen assorted sizes of a certain line of underwear, it should be carefully considered as to whether 12 or 15 dozen of this line are not going to prove enough at present prices.

Then, too, there never was such an opportunity to clear up odd lines and broken assortments at a profit. Everything in stock, bought say a couple of years ago, is intrinsically of so much better value than the present day article that the public will buy it even if slightly shopworn or soiled. This refers particularly to underwear lines. Odd shirts, odd drawers, shelf-marked lines, if displayed and pushed will be picked up as never before. There really should be no reason why a retailer's stock should not be cleaner than ever before in his business experience after another year of present prices.

SWEATERS

Prices for Fall, 1918, Soon to be Announced—Increases Will Average 25% to 35%—Few New Models Being Produced

THE new prices for the Fall season of 1918 are being decided upon by the manufacturers and the majority of the mills will have their line completed by the middle of the month.

It is hardly necessary to state that there will be increased prices. High as these have been for this year the top figure is not yet.

From the incomplete information that we have been able to acquire this increase will run from 25% to 35%. What would at first appear strange is the fact that cotton and part cotton lines show as large a proportionate increase as those manufactured from pure wool yarns. A study of the increase in the price of raw cotton, same being over 50% higher than the figures prevailing a year ago, would explain this apparent inconsistency.

There is considerable doubt as to how far prices on a line of apparel such as sweaters can go before the public will begin to pass them up. The evidence of the season now at its height seems to be the higher the price the more the sales. Retail merchants have been easily getting figures for sweaters that seemed absolutely impossible a year ago. There is no doubt, if work keeps plentiful at the present high scale of wages, that the still higher prices will be as easily procurable for Fall, 1918.

Canadian manufacturers are not bringing forth many strikingly new styles thus early in the season. There is no doubt that the pull-over style in hand-knit effect has been very good and there will be a lot of these shown in the coming samples.

Brush knit and combinations of brush and Cardigan knit continue to be popular staples. Bright colorings have been noticeable everywhere this past season and there is no reason to expect a dwindling of their popularity.

Sweaters in New York

Business is reported to be quiet at the sweater counters in New York, and it is supposed that the principal reason for this is the fact that so many women are knitting sweaters for themselves.

Shetland Sweaters Good

One buyer stated that she had bought nothing but Shetland sweaters for holiday trade. These are being bought extensively for use under coats. It is supposed the large loose style of the prevailing coats is responsible for this demand as the air comes up inside from beneath and the extra warmth of the Shetland wool sweater is appreciated.

Several new styles are shown in the stores. One is a blue fibre silk sweater with back shirred to an elastic, and trimmed with white soutache braid.

Still another is a white Shetland wool slip-on model with bandings of colored stripes. One very striking model is made of fibre silk in American Beauty shade and trimmed with bands of gray and rose chenille.

RULES TO PREVENT WASTE

AFTER a thorough study of the methods employed by the Boston stores in wrapping and packing parcels to be delivered to customers, the Retail Trade Board Committee of Boston, Mass., rendered a report advocating that the following 19 rules be adhered to. They are given here as an illustration of the extent to which the merchants of the United States are going in their effort to hold down rising costs:

(1) Eliminate waterproof paper.

(2) Use wrapping paper rather than boxes when merchandise is carried by customer, with the exception of one or two articles.

(3) Deliver all silks and yard goods in bundles rather than boxes.

(4) Use all available heavy Manilla paper coming from manufacturers or other source of supply, on all heavy bundles.

(5) Eliminate the use of wrapping paper on the outside of clothing boxes except when parcel is going a long distance.

(6) Make use of all boxes returned by customer for re-shipping.

(7) Use waste paper and broken cartons for packing.

(8) Use gummed tape rather than twine wherever practicable.

(9) Use when possible the bottoms of old boxes for the bottoms of new boxes.

(10) Set 6 sheets of tissue paper as a maximum when wrapping a purchase.

(11) Appoint a waste committee among the employees of each department.

(12) Use the backs of letters received, for store's copies of letters.

(13) Eliminate all clasp envelopes when customer takes parcel with her.

(14) Take care to see that proper size of paper or box is used for each parcel.

(15) In millinery department sew hats to the bottom of the box to save using paper for packing.

(16) Lighten the weight of the stock used in the folding boxes.

(17) Collect all paper, boxes or twine received in the receiving room and send them to shipping room to be re-used.

(18) Smooth out all used tissue paper returned with goods so that it may be used again.

(19) As far as practicable where boxes have to be used use folding boxes rather than the expensive made up box.

J. A. Bedard, dry goods, Quebec, has sold assets.

H. H. Harder, Herbert, Sask., has added dry goods to his stock.

Camille Ouimette, dry goods, Montreal, Que., has sold assets.

C. M. Coster, dry goods, New Liskeard, Ont., has discontinued business.

Build Business On Quality

You can no more build a business on poor quality goods than you can build a dependable house upon sand. You need the rock foundation of quality. Offer your customers goods of proven quality and you draw to your store a valuable repeat business.

One of Our Dependable Hosiery Business Builders—"Three Eighties"

This is one of our premier brands. A high quality hosiery for ladies and misses. Its quality has gained for it the largest sale of any one kind of hose in Canada. It is a seamless cotton hose having three-ply heels and toes. Saves darning. They are to be had in three colors—Black, Tan and White.

Ladies' Sizes, - 8½ to 10
Misses' Sizes, - 4½ to 8½

Attractively boxed—1 dozen to box.

THREE EIGHTIES BRAND

REGISTERED

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited
Largest Hosiery Manufacturers in Canada
Hamilton, Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Ltd., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE MARK.

SUNSHINE HOSIERY REGISTERED



Sweaters and Hosiery for Fall

SAMPLES will be in the hands of our travellers first week in January. Full line of Sweater Coats, Hosiery and Fancy Knit Goods. You will assist us in giving good service by placing your orders early.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.
Also Hand Knitting Yarns suitable for knitting Soldiers' Sox

Dunnville, Canada

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Buy British Yarns

The Albion Mills Co., Ltd.

AND

The Aqueduct Mills Co., Ltd.

STALYBRIDGE, ENG.

"ALL WOOL," "Botany" (*Dry Mule Spun on French System*)

WOOL AND COTTON MIXTURES (*Dry Mule Spun on French and British Systems*)
(In various percentages)

"ALL COTTON"

HOSIERY YARNS

WHITE NATURALS AND COLOURS
To suit all prices of garments and hose.

SINGLES AND FOLDED YARNS

INCOP. CONE OR HANK

The Atlantic Mills Co.

ASHTON-UNDER-LYNE, ENG.,

MAKERS OF

ALL CLASSES OF TWO-FOLD LISLE THREAD for GLOVES and HOSE.

FABRICS—GRANDRELLES—MERCERIZED, PLAIN, BLEACHED and DYED two-fold YARNS for SPORTS COATS, etc., also SEWING COTTON THREAD in from ONE TO TEN THOUSAND yards reel in either 2, 3, 4, 6, 9, 12 CORDS, right or reverse TWIST.

SALES OFFICE:

M. CLARKSON & CO.

7 BRAZENNOSE STREET
MANCHESTER, ENG.

MIDDLESEX MILLS LIMITED

DYERS - BLEACHERS - FINISHERS



COLORS EVER BRILLIANT — FINISH EVERLASTING — THERE'S A REASON!
IT'S IN THE WATER
MADE IN CANADA—ENGLISH & FRENCH METHODS

ALBERT MITCHELL, PHONE 4372 — President
A. N. LYSTER, Treasurer
PHONE 5986, Superintendent



The C. Turnbull Co. of Galt, Limited. Galt Ontario

When in doubt as to when or where to buy anything

Consult

Dry Goods Review

SPECIAL SERVICE DEPT.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Does the Hosiery you sell promote that "come-again" spirit?

The permanence of any department depends upon the number of people who come regularly to that department for their needs. This "come-again" spirit that brings them is promoted only by *value*.

CIRCLE BAR Registered

HOSIERY

Circle-Bar Hosiery builds for permanence always.

People who buy "Circle-Bar" once buy it always. For "Circle-Bar" whether it be in cashmere, cotton or silk, gives something more than full value in wear and in that general satisfaction which a full quality article always gives.

A good assortment of Circle-Bar Hosiery is a most important step to a permanently good business in the hosiery department.

Circle-Bar Knitting Company, Limited, Kincardine, Ontario

"Craftana"

Registered No. 262,00



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

LITTLE COMFORT ABC TRADE MARK HOSE

The Standard *for Good Qualities*

Real Dye-Satisfaction

Despite the way the war has upset the dye situation A.B.C. Hosiery continues to come true to shade and fact.

Infinite care in the dyeing is the reason, and absolute customer satisfaction is the effect.

In these days of dye-uncertainties make sure through A.B.C. Hosiery.

Selling Agents:

R. L. Baker & Company, Toronto, Ontario

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario



ATLANTIC
UNDERWEAR

Guaranteed Absolutely Unshrinkable

While you're thinking about next season's Underwear

Right now your thoughts are on underwear for next season, but your customers' thoughts are on underwear for this season. An active selling campaign centred on Atlantic Underwear will reap full advantage from your customers' state of mind, and will teach you the sales possibilities of Atlantic Underwear for next season.

Take this opportunity to prove your reason for stocking "Atlantic."

E. H. Walsh & Company, Toronto, Ont.

Selling Agents for Quebec, Ontario and Western Canada

ATLANTIC UNDERWEAR COMPANY, LIMITED, MONCTON N.B.

"Looks" and "Feel" sell most underwear

THESE things women demand in knitted undergarments,—that they shall be dainty and becoming and that they shall be smooth and soft.

And when, as in the case of "Peerless" Underwear, "looks" and "feel" are backed up by perfect fit and unusual wearing qualities, not only are sales made easy, but business is made permanent.

"Peerless" Undergarments bring you good business and help you keep it.

Peerless REGISTERED

The Peerless Underwear Co., Limited

HAMILTON, ONTARIO

REPRESENTATIVES

Ontario: C. and A. G. Clark, 35 Wellington St. West, Toronto.

British Columbia: J. J. Mackay, 504 Mercantile Bldg., Vancouver.

Quebec: Ernest Hamel, 66 Rue de L'Eglise, Quebec.

Maritime Provinces: E. R. Woodill, 21 Roy Bldg., Halifax, N.S.

Manitoba and the West: The Hanley & MacKay Co., 407 Hammond Block, Winnipeg.

Montreal: W. A. Kennedy, 201 Mappin Webb Bldg., Montreal.

Imperial Underwear

is a sure customer-getter

It's the kind of underwear that particular people will ask you for once you get its superiority points before their notice.

Every Imperial Garment has

5 TRADE WINNING FEATURES

Note them. Show them to your customers and watch your stock move:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

Imperial can be had in either Combination or Two-Piece Suits.



Kingston Hosiery Company

Kingston, Ontario

FANCY GOODS, NOTIONS AND TOYS

Fancy Work Supplies and Made-up Articles Very Important—Needlework Has Many Applications — Alyta Work New — Knitting Supplies Biggest Feature This Season.

THE fancy goods and art needlework departments are now rendezvous of loveliness and very important. In those places where daintiness, variety, originality and soft lights radiate, there are the eager Christmas shoppers lingering now. They are by no means lost amid the flutter of gay ribbons and the spangling beads, but every last thing receives a moment or more of Milady's concentrated thought—it steps into her apperceptive field of consciousness, the psychologist would say—and is examined with the critical minuteness with which a naturalist beholds a new bug.

Just how important then is the matter of displaying much and desirable, well-kept merchandise, kaleidoscopic changing of it, suggestions for varied uses of it, and modifications of it for home sewers, no one can accurately estimate.

Bags and More Bags

While a great many fancy bags ranging in price from $1.50 to $35.00 each are very prominent, still materials for making them are even more in demand. Cretonne is perhaps most frequent, and fancy ribbons, fancy silks, velvets and novelty fabrics such as brown decorated linen, felt, homespuns, etc., all add to the big arrays. Silk hand-made fruit sometimes with tinsel foliage is the popular type of trimmings. With the richer fabrics gold braid and edging, beads or richly embroidered appliques are liked. Tassels of all descriptions—silk, tinsel, chenille and beads—sell with the other trimmings almost faster than the stores can get supplies. As mentioned in previous issues the handles sold are in scores of styles. Perhaps the covered embroidery hoops and the rods may be a little in the lead, since the celluloid types are higher in price. The smooth surface and smart appearance of the various colors of the composition handles, however, render them irresistible in many cases.

Chintz Still in Vogue

Tapestry, chintz and cretonne things seem generally to be just as popular as they were a year ago. Centre-piece rolls, cushions in square, oblong, round and unusual shapes, covered boxes, chests, stands, lamp shades, trinket and accessory drawers and sewing baskets made of these materials are all living a most active existence. Speaking of sofa cushions one notices this season a rather new effect brought out by having the outside covering considerably larger than the form and just falling in to it in irregular wrinkles. In fact the idea is similar to the explanations we have had of our old earth whose interior portion contracted leaving its outer crust too large for it; then the crust had to fall into valleys and mountain ranges providing cosy dwelling places for mortals. Silks, satins and velvets are the fabrics usually used for these new comforts. Touches of trimming are allowed, preferably a bunch of silk or velvet fruit.



THE POPULAR BAG.

Latest style knitting bag, made of cretonne, silk "apples" to trim. Manufactured by the Standard Hair Company, Montreal.

Screens and Frames

Simpson's are showing some very attractive little telephone screens. They are miniatures of the large three-panel screens and are made on a wire frame covered with rich plain color drapery silk finished with gold braid. The silk is shirred and looks like miniature portieres. One was all in gold color. There is a quite steady sale of these screens and also of the separate frames to be covered as one chooses.

The doll screens brought out last year and described in DRY GOODS REVIEW are also selling even better this year. The frames and china doll heads are to be had separately for these also. Frames for lamp shades continue very active. Their vogue is in no way declining.

Basketry

Basketry of all kinds is offered in big assortment. Fruit baskets, fern baskets, flower baskets, baskets lined and turned into sewing kits and work bags are numerous. Some are finished in ivory, some natural rush color and others in the dark mahogany and green colors. Painted basketry in serving trays and many other forms is shown everywhere. Conventional fruit designs are chosen oftenest by the artist who paints them. It is interesting to note that England and Japan are practically the sole sources of supply this year for this line of fancy goods.

Little Things from Japan

The Japanese are living up to their reputation of being specialists in small things for the results are seen in the little fancy silk novelties as well as in toys. For instance one of their newest ideas is a little one-inch china Cupid with a thick round heart as tall as himself, made of wax for waxing thread. There are pink or blue pulp covers for knitting needle ends; these have decorations in gold. Tiny painted satin sachets, trinket boxes, etc., are innumerable. Appliques of beautiful colored or metallic embroidery done solidly on chiffon or thin silk may be used on gowns, bags, etc., with the effect of being done directly on the fabric of the article.

Alyta Work

A novel type of fancy work, to which reference was made in a previous issue of DRY GOODS REVIEW, is being

shown at Eaton's. It is called Alyta work and originated in California where designs were copied from the totem poles and other "art galleries" of the Alyta Indians. Animals, birds, flowers and fruit are cut out of different colored felts and applied by either sewing or pasting—preferably pasting—onto such articles as are usually embroidered in colors. These vari-colored designs are very effective on brown linen cushions, scarfs and centre-pieces and on velvet bags, etc. Each color used in each motif is a separate piece of felt and the cleverness comes in the manner in which the colors are combined and the neatness with which the small pieces are applied. One very attractive brown linen runner had a pile-of-fruit design; red apples, green pears, blue plums, yellow peaches, etc., were literally piled upon one another with realistic and attractive results. An oblong sofa pillow of the same fabric had a pheasant motif which stretched with its long tail the full width of the cushion. Here, too, the various colors were separately applied with striking results. The felt motifs with all their separate parts may be purchased and applied by the customer as she wishes. They vary in retail price from 30 or 40 cents up, according to the number of pieces to each motif.

Embroidery

In stamped goods there is not as much activity as there was a year ago, though some individual stores have found their sales up to the regular mark. Taking the majority of cases, however, there is not as much demand for stamped goods as there was a year ago. The great amount of knitting being done is conceded as the reason. Towels, pillow-slips and children's dresses are the three leaders in the stamped goods circles, and they appear in scores of designs and color effects, as described in previous issues of DRY GOODS REVIEW. Even with some falling off, the sales of embroidery work may still be considered important. Madeira embroidery sells in quantities. So much in demand is it that it is even taken done on cotton pieces. It is rather unfortunate that this beautiful work is being put on cotton for the cheapening of it in any way will probably in time cast suspicion upon the whole. The use of cotton seems almost inevitable, however, for the supplies of the fine linens characteristic for this embroidery are much too short for the quantities in demand. A substitute simply has to come.

Knitting Vogue

Of all the departments of art needlework the most important everywhere this season is that of knitting supplies. Khaki wool and other shades used for soldiers' requirements come first in demand—be it said to the credit of the Canadian knitting public. (Some U. S. women are said to own as many as fourteen fancy hand-knit sweaters for their own use). A Toronto buyer calling upon some of the best known New York stores recently found that despite all the reports we hear about how patriotic U. S. women are and how enthusiastic over their soldier boys, still all the beginners taking instruction in knitting in those departments were learning to knit fancy sweaters and intricate stitches for their own adornment. "I am proud of our Canadian women," she said. "They knit fancy things, as a rule, only as a relaxation to give them fresh energy for the more serious knitting of which they do so much. That degree of fancy knitting is surely commendable."

Instruction books of all kinds continue to sell well. They are now to be found arranged on magazine stands at the fancy work counters.

Painted wood articles are selling fairly well, better perhaps than the painting outfits. Many novel and useful little articles are offered.



VERY COMPLETE TRAVELLING CASE.

Efficiency is the chief characteristic of the new ivory-fitted case. The toilet articles are compactly arranged and entirely separate from clothing.

TAPESTRIED COTTON COVERS

Catto's are showing a new lot of English and French printed table covers and bed-spreads. These are woven of heavy cottons in oatmeal, dimity and plain white poplin grounds and printed upon these in rich tones and color combinations are tapestry and chintz designs of fruit, foliage and flowers in deep or delicate effects according to the use of the article. The colors are guaranteed fast. The display includes a very attractive range and the retail prices vary from $2.00 to $25.00 each, according to the size and finish of the cover. They claim to find very good demand for these novelties.

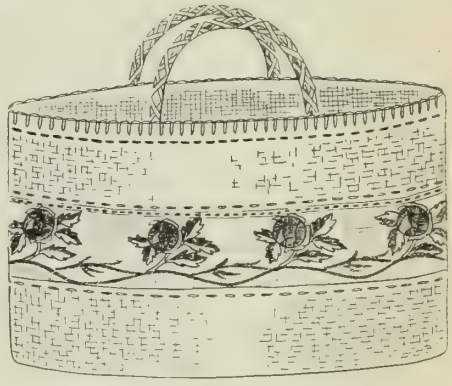
A FASHIONABLE BAG

Canadian Homespun Acclaimed by Fashion

IT is interesting to note a growing vogue for Canadian homespun in New York fashion circles. Here is how an unusual and lovely new knitting bag is described:

The material of which it is made is hand-loom Canadian homespun of an exquisite shade of coral pink, and for decoration a conventional design of daisies and leaves done in long and short stitch in shades of white and green wool, and each daisy is topped with an azure oval bead a half-inch long. The handles are of pink cord and with a tassel of blue, green and white beads on either side.

The unusual part about it is the way it is made. It consists of a piece of material a yard long and eighteen inches wide. On to this is shirred lengthwise the lining, which simulates an envelope, the flap fastening with snaps. The rods, eighteen inches long, are placed at either end, as in all the bags, but the sides are not sewed bagways. The knitting is folded away in the envelope. You take up the handles and you are as much bagged as the best of them. And what a comfort, when you must return to your knitting, instead of fishing about for needles and yarn, to open the bag full length and have its contents all spread out before you.



CANADA CREATES

Here is a Canadian bag that has made good in New York. It is of real Canadian homespun with embroidered wool, made in good Canadian style. Similar bags are to be had in rag effects, strong, durable and attractive like rag rugs and portieres.

IMPORTERS and MANUFACTURERS

Art Needlework and Fancy Goods

"Peri-Lusta" Mercerized Cottons

"Crystal" Artificial Silk

Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS and HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

Smallwares, Notions, Jewelry and Leather Goods

In January our travellers will show a complete range of staple smallwares comprising Hair Pins, Crochet Hooks, Knitting Needles, Tapes, Beltings, Hose Supporters, Kid Curlers, Shell Hair Pins, Barrettes and Combs all of which are becoming more difficult to procure and prices steadily advancing.

We consider it good business on part of the merchant to cover on these particular lines as, regardless of price, they are going to be very difficult to procure.

Wrinch, McLaren & Co.

77 Wellington Street West :: Toronto

These advertisement Cloth Brushes will be delivered f.o.b. Liverpool or London against payment in London.

Size of Brush, 6¾ x 1¾ ins.



Size of Brush, 6¾ x 1¾ ins.

6 doz.	12 doz.	30 doz.	60 doz.
$2.75	$2.50	$2.25	$2.00 per doz.

This price includes a Celluloid Tablet, 5½" by 1" printed in two colours, fixed in the back of the Brush; your own sketch or wording.

This Cloth Brush is made of pure bristles, and is of best English manufacture. Quotations for larger quantities obtainable of

M. NEUHAFER & LEVI, Brush Manufacturers,
11 Fore Street, London (England)

M. L. WILLINSKY & CO.

Jobbers and Importers

20-22 WELLINGTON ST. W., TORONTO

Buyers of Silks, all kinds of Cotton and Woollen Goods, Mill Ends, Clothing, Boots, Men's and Ladies' Underwear.

Any of your slow sellers we can use. Let us hear from you. Keep us on your list.

Bankrupt Stocks Bought.

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

Try the "Want Ad" Page

Every month this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word and five cents extra per insertion for Box No. Payable in advance.

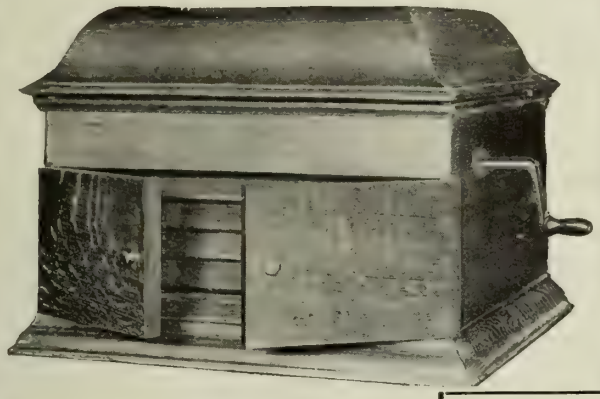
ADDRESS

DRY GOODS REVIEW - 143-153 UNIVERSITY AVE., TORONTO

Gifts for Christmas

Some Seasonable Suggestions

Melbaphone
MODEL B



Mahogany or Fumed Oak Finish.

Height 14 inches
Width 17 "
Depth 18 "

Double spring motor.

Playing three ten inch records at one winding.

Universal tone arm.

Retail Price $40.00

Serving Trays
From $2.25 to $10.00

Portable or Floor Lamp
From $3.00 to $25.00

Clocks
From $6.00 to $10.00

Silver-plated

Tea Sets
Bon-Bons
Fruit Bowls
Cake Plates
From $1.50 to $10.00

Pipes
Smoker's Sundries
Perfume
Drug Sundries
Hair Brushes
Toilet Articles
Photo Frames
in Metal, Leather and Ivory

Melbaphone Phonographs

Table Models
At $30.00 and $40.00

Cabinet Models
At $50, $75 and $150

Best English Records
10" Double Disk 75c.

Good List of Selections.

Toys
Games
Dolls

Imported and Domestic

Our range is still complete, and we will do our best to keep it so as long as possible.

Torcan Fancy Goods Company, Limited

77 BAY STREET - - - TORONTO

THE HOUSE OF SERVICE

MILLINERY

EARLY SPRING DEVELOPMENTS

Shapes and Trimmings Favor Light, Grey Tones — Greys and Tans Essentials— Tulle and Satin For First Models—Soft Effects in Both Fabrics and Straw Favored.

DURING the past few weeks buyers for every department of the dry goods trade have made their way to New York. Among these, millinery has been represented in no small way. A great deal of uncertainty was carried away with these seekers after truth and many came back with a fair amount of it, too, prepared to make a further search later on. However, they did find things to interest them—some even grew enthusiastic. It is worth noting, too, that the things shown first and oftenest perhaps were not the things which caused the most enthusiasm.

As usual the first spring offerings in trimmings contain wide variety. Some are based upon the bright color successes of last spring; some carry out the odd oriental appliqués, including wool and braid effects; there are buckles and metallic trimmings in accordance with the present glitter and shine of fashion and there are ostrich, celluloid, jet and bead ornaments, fancy hat pins and wool and braid effects in a great and pleasing variety. But of a different nature are the things to which one really warms up.

Greys and Tans Fundamental

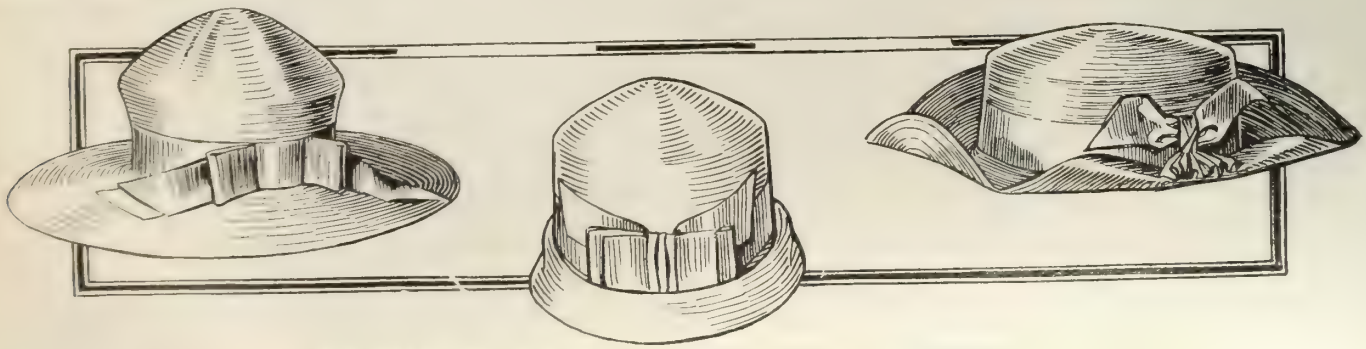
One wholesale buyer who has made a real study of "what is what" in the millinery trade each season became impressed with the color tendencies in high class costuming. He finds there rich, even gorgeous, fancy silks used for trimmings, linings, and facings with plain materials of rather dulled hues. Upon examining the grounds of the newest of these silks he finds there too, under the intricate designing blues and tans veiled (in appearance) by delicate greys. Greys by themselves too are frequent, and in addition there is a khaki, slightly greener in tone than that worn by the English Tommies, perhaps resembling more the khaki of the U.S. troops. Broadly speaking, then, greys and tans with their infinite varieties are the fundamental colorings for early spring. A glance at the new color cards and reports, relative to fabrics and ready-to-wear garments, will also bear this out. "You cannot emphasize tans and greys in all those duller French shadings too strongly. Those developed in velvet and silk fruit and flowers and small bouquets are the class of which I approve for early spring; beyond that period we cannot go yet," said the wholesaler referred to. The results of the working up of those shades are truly beautiful and even with the pastel influence are by no means sombre. The foliage of these flowers usually carries out the leading tone of the petals and provides a very dainty effect. Wreaths of novel small-work flowers are in evidence among the offerings.

Ribbons in Same Tones

Besides these studied, ornamental effects, there is every indication that faille ribbon in the narrow and medium widths will be used extensively for the ready-to-wear hats. Here too greys and tans outnumber all other color tones. Some wider ribbons in faille, messaline and jacquard effects are also included again among the possibilities for favor. The ostrich that is shown is in the prevailing dull tones. Silvered ostrich which was mentioned in recent issues of DRY GOODS REVIEW is effective in all the shadings and is looked upon as a happy novelty.

Tulle and Satin Models

The approach of tulle which was suggested a month ago is a surety. "Quite a substantial proportion of the early models will utilize tulle in their make-up," we are told. Satin too, mostly in pretty draped effects will be used. This again will follow the duller tones of grey and tan, with dull blues and blacks having place also. As to shapes both small and medium sizes will be worn, also a number of rather small sailors of various odd shapes. Crepe de chine, Georgette crepe silk and cotton crepes,



POPULAR SPRING TAILLEUR MODELS.

Left: Chinese sailor, black tagal with fine black stripe. Centre: Sand-colored soft Milan with cushion brim. Right: Colonial, lisere, crown slightly higher than last year. Grosgrain ribbons on all. From the early Spring line of D. B. Fisk & Co., Chicago.

and many sheer fabrics will be utilized extensively and many novelties in plain and fancy silks will form a strong feature for the coming season, according to more than one house.

First Straw Shapes

Some novelties are included among the early straw shapes which are now on the road. A traveller for one of the well-known U.S. firms has had good success with a flat rimmed tagal sailor with fairly high crown which keeps on going higher in ridges on its upper surface having a Chinese aspect. In this hat every fourth row of braid is reversed which leaves a fine stripe in the finished shape. Tagals and milans in soft finish, patent milans and lisère, piping braids, hair lace braids all in the black, grey, tan and dull blue hues first and all the other colors next, are selling at present. A new feature in the smart sailor is the senette braid which is shown in all the prevailing colors. Crowns are high.

Soft "tire" and "cushion" brims are shown in many of the soft straw models. Soft rolled up brims of any type are good. Tricornes and quatricornes are continued among the favorites. Little wired spider knots of grosgrain ribbon are featured again, usually in the same tone as the hat itself.

Collapsible Theatre Hats

Among the late Winter hats to be had there is still considerable variety. Gold and silver lace and cloth, fur and fur fabrics (mole, seal and beaver), glycerined and tinselled ostrich ornaments and ostrich bands, chenille, gold and silver oriental brocades and velvet are all among the fashionable trimmings. The metallic laces with fur are used in many cases for little collapsible theatre hats. One hat on a light wire frame is of a fancy silk entirely covered with cloth of silver through which the design shows. A design of grey chenille is embroidered on the brim and crown with good effect. No shape is newer, however, than the bustle hat, described last month and it is selling rather well.

A GLANCE INTO THE MILLINERY

Some Suggestions For Solving Difficulties — What One Successful Manager Has to Say—"Dont's" For the Milliner—If Department Not Profitable, Look For Reason.

EXCITEMENT has again subsided considerably in the millinery wholesales. Midwinter lines are appearing leisurely and some attention is devoted to Spring staples. Sales for Fall and early Winter are pretty well over, although trimmings and untrimmed shapes find some enquirers. Despite the many serious efforts to bring out trimmed hats, the great bulk of society seems yet to prefer the plainer styles and, as we have said in previous issues, a good yardage of wide ribbons and full ostrich plumes are the exception and are found only on exclusive models. The five to seven dollar hats are the ones which meet with public favor. More than one milliner believes that, in order to appease the wrath of their minister, many women have "patriotically" reduced their millinery expenditure and spent the surplus on their shoes which being hidden did not distract the preacher! Others in the trade find that technical school classes have very materially affected the sale of trimmed hats. "Indeed many well to do women are resurrecting their fine old velvet, satin, and lace-trimmed gowns and finding in them better materials for their millinery than they can buy in the shops now," said one milliner. People who have not these gowns to go to are buying velvets and trimmings which helps along the department somewhat, and with the help of their school instructors women are producing their own hats.

Advises Small and Frequent Orders

It was, however, refreshing to find during the past month one successful store manager who has found his millinery department quite a success, and who does not believe that the present "slump" in millinery is due entirely to conditions over which the trade has no control. "Much of the loss or indifferent profits in millinery departments is due to men doing the buying themselves and to too large orders being placed early in the season," said this gentleman.

A millinery buyer should, above all things, be on the floor sufficiently to know what the people want, how they buy, and what appeals. As to placing large orders, the past couple of years have brought about such congestion in shipping that many have bought what was available in order to be sure of having some stock upon which to open the season. Nevertheless, the gentleman last referred to believes that most buyers should visit the markets much oftener than they do. "There are merchants in Ontario," he said, "who do not visit Toronto or Montreal more than once a year. It is no wonder that people patronize mail order houses and buy out of town when business is conducted in that way. Three or four trips a year, at least, should be made by every buyer, and they should visit some market new to them occasionally. **Small lots should be purchased often.**"

Perhaps in no department or store is the problem of meeting the rising costs of doing business more keen than in millinery and therefore a thorough familiarity with the workings of your particular case is necessary in order to guard the lessening percentage of profits.

Quantities Help the 15-cent Stores

"The manufacture of millinery is not a quantity business," said one U. S. authority, "and the minute it becomes so we get away from style and cease being creators. It is impossible for a manufacturer or a jobber to do a half million business and have it substantial. It's this sort of business which is taking the trade away from the legitimate dealers and putting it in the hand of the 10, 15 and 25-cent stores, where it is possible to buy all the parts of a hat."

Don'ts For the Milliner

Following are "dont's" which the Milliner Traveling Men's National Association says the successful milliner will keep in mind always:

"Don't overbuy.

"Don't scatter your purchases promiscuously.

"Don't write your mail orders hurriedly. Always reread your orders, as mistakes are often caused by customers failing to make their wants plain, resulting in annoyance to the customer and a return to the house.

"Don't send hats out on approval.

"Don't allow your customers to abuse you, and don't abuse the firms with whom you deal.

"Don't make mistakes in figuring the hats from your work room—i.e., if you have used 10 yards of braid that comes 12 yards to a piece, figure 12 yards, as the two yards are practically a loss.

"Don't let your trimmer leave for the season until your trimming room scraps are converted into saleable merchandise.

"Don't put on cut price sales before the end of the season.

"Don't overestimate your goods in advertisements. Rather underestimate, otherwise you are wasting printer's ink."

There are some millinery departments which even now turn in a nice profit every season. There must be a reason. There must also be a reason if your department is not a profit-maker. Study the situation. Talk it over with your buyers. Look into your system of keeping cost records. Stop the unnecessary waste and leakages. Don't leave the department to take care of itself.

The columns of DRY GOODS REVIEW are always open to discussions of problems of the trade.

HOUSEFURNISHINGS

BUNGALOWS ON THE WANE

Lace Edged Scrim Curtains Good—Prices on all Curtain Materials Advancing—Ivory Replacing Ecru in Curtain Materials.

FOR years bungalow nets have been the staples of the drapery department. Wholesalers report that their popularity has been slightly on the wane for some time, and this falling off is particularly marked for the coming Spring season.

Made up scrim curtains are reported to be having the big run, many of these having lace edge trimmings.

With this change the rage for ecru has given place to the ivory shade, and now but few materials of the darker coloring are sought by the retailer.

Prices on all these goods are, of course, higher for Spring, as could only be expected, considering the state of the cotton market; but the advances have not been as great as those prevailing on Nottingham lace curtains. This latter line has not been a large feature with the Canadian trade for some years, but this season poor deliveries and increased prices have still further cut into the quantity picked up by the trade.

Point Arabian curtains are reported to be coming back strongly, and at least one Canadian jobber is featuring these extensively.

Self-colored Madras remains in good demand, but the range of patterns is somewhat reduced in this branch of draperies. Canadian and American mills are turning out some splendid designs in scrims, and, apart from lace curtains and Madras, the range would appear to be as large as ever.

The average price increase from a year ago would be about 25 per cent. all along the line. This applies to cretonnes, chintz and shadow cloths, as well as the other drapery materials.

Plain casement cloths, denims, poplins and Florentines, are all holding their own place in the public's demand, but fancy cretonnes in large "spready" patterns will undoubtedly continue to hold their present popularity.

Chinese designs are being introduced in a number of the manufactured ranges, a reflection, it is supposed, from the present demand for Chinese rugs.

AMONG THE RETAIL STORES

What They Featured in November Preparatory for a Brisk Christmas Trade

THE past month was marked in almost all the Canadian retail advertising by two outstanding events, the Victory Loan and the opening of Christmas toy departments. Merchants responded well to their country's call for men and money and have given generously of their time as well to promote the buying of bonds by the public generally. It is not thought that the hammer will fall upon their Christmas trade for so doing. On the contrary interest is keen in seasonal buying. The weather has been somewhat unpropitious in most parts of the Dominion for stimulating big buying of Winter clothing but December will probably see a brisk sale of cold weather togs as well as of Christmas merchandise.

Some of the larger cities had big parades and demonstrations in honor of the Victory Loan campaign. In Montreal and Toronto the stores gave a half holiday on the mornings of the parades in order to allow their employes' enthusiasm to have play. In some cases special one o'clock sales were put on which doubtless attracted a good many shoppers for the afternoons. During the week preceding the opening of the Loan campaign the Hudson's Bay Company, Winnipeg, and John Laidlaw & Son, Kingston, were among those who advertised that their total gross receipts—the former for the whole week, the latter for three days—would be reinvested in Victory Bonds.

Simpson's have again allotted their entire fifth floor to toys and Christmas goods. Picturesque house fronts are arranged on all the walls and through the windows may be seen in the lighted "rooms" such characters as Little Bo Peep, Little Boy Blue, Blue Beard, Jack the Giant Killer, etc. There are daily Punch and Judy shows, to which bearers of coupons from the newspaper advertisements are admitted. A room is partitioned off for the purpose and those waiting to be admitted grow eager when they hear the strange and excited tones from the platform within. As an opening item for the Christmas show this store offered to engrave free one initial on every piece of ivory toiletware priced $1.00 or more sold on the fifth floor that day.

The arrival of the Santa Claus procession caused intense excitement on the streets of Montreal, Ottawa, Toronto and Winnipeg. Bands, Indians, ponies, cowboys, nursery characters, clowns, Mother Goose and Santa Claus were there in reality—for among other wonderful things which the children's saint is able to do, he is able to be in several cities at the same time. He made his home at Almy's, Rea's, and Eaton's, in the aforementioned places.

"Sewing week" was featured by Goodwin's, Montreal, November 12 to 17, when all kinds of notions and sewing needs were given publicity. "Sewing week" at the Regina Trading Co.'s store involved fabrics as well as notions. Cottons, flannelettes, ginghams, and trimmings came in for attention along with silk and woolen fabrics.

Mahon's, Limited, Halifax, N.S., devoted their entire advertisement one day to "new work bags of fancy cretonne." Materials and handles for making them were also described.

The T. H. Pratt Co., Hamilton, took advantage of the fine weather early in the month to put on an "Indian Summer Sale."

The Right House, Hamilton, gave a choice of ten designs of fabrics which might for one day be made into skirts to order in their store for $1. Silks and velvets were made for $3. These were 9 to 10 a.m. specials, with orders closed when the staff was supplied.

"Savings made by these sales for war bonds" was the slogan of an anniversary sale at Johnstone, Walker, Ltd., Edmonton.

"Toy Town" opened at Smallman & Ingram's, London, featuring educational toys, which would interest grown-ups, too.

J. F. Cairns, Saskatoon, offered "$2.000 cash prizes to guessers of the number of grains of wheat in a glass case in their window."

Anniversary sales were in evidence in many places.

DRESS FABRICS

(Continued)

SILKS

Dyeless Colors Coming—Foulards and Crepes Also Heavy Mixtures for Spring

The most recent happening in the silk industry is the production of colored cocoons. A clear pink, a bright yellow, white and a rich purple cocoon have been shown by a Texas company who claim that the colors were secured in no way by the use of dye but as a result of two years' experimenting in processes of feeding the worms. This company declares that its experiments have been satisfactory. It is said, too, that where the silk has been used in the manufacture of cloth, the fabric is quite satisfactory. To be sure, it will require considerably more experimenting to determine exactly what can be done, but the fact remains that an attempt which thus far seems moderately successful has been made.

The development of these results may mean something very important to the silk industry of America if the price of silk-worm food does not mount too high. No samples of these natural colored silks have reached DRY GOODS REVIEW so far, however.

Another rung in the ladder of endeavor which our friends to the south of us are climbing towards securing for themselves future trade may be mentioned. A school of American design is to be established with Governmental support. The idea is being worked out by the chamber of commerce of Paterson, N.J. The project is interesting manufacturers and other wealthy people and strong support is assured.

Foulards and Crepes Good

As to new Spring finished goods our reports in the preceding issues leave little to be added. Foulards, crepe de Chine and Georgette are the big lines talked about, with a steady demand for poplins, taffetas, fancy taffeta and satin mixtures, and pongee in many varieties

A good range of printed silks with dark grounds is being shown. Frequently the motifs are far apart. One manufacturer says of them:

"These goods are being sold very freely and every indication points to printed silks and foulards being most popular for Spring. The variety of styles and patterns covers a wide field of ideas from the single neat spaced designs to the more complicated patterns with the Chinese influence, on through to the more elaborate very well covered patterns which are used mostly in combination with plain goods."

The designs illustrated give a good idea of the type that is the Spring vogue. There are also large open plaid designs in color, green and mauve on midnight blue, also mahogany, taupe, brown and tan. Light blue blends with brown and wine; mustard, yellow, green and navy are well combined; a tiny orange stripe crosses the lines. Normandy blue, tan and brown. Grey appears with gold and royal purple. Allover designs are in white on navy blue in conventional and floral patterns, in Chinese and plaid effects. These prints will also be brought out in lining silks, but they are not being shown as yet.

A Few 1917 Revivals

Sports tussah will again be featured in all the new Spring shades as well as in white, and an attractive sports fabric is achieved in a heavy crepe striped fabric of wool tussah and doupioni in two-tone effect (but the word "sport" is seldom heard at present in connection with Spring offerings). This will be developed in all colors and white will be a substantial material for the tailored types, which are predicted as the surest thing for the oncoming season.

This is only one of the many silks which appeal for the tailored dress or suit. There is a doupioni Jacquard with a satin design, which is another heavy combination of silk and wool, and a heavy silk and wool charmeuse has the effect of being very rich in texture and yet soft in the way it hangs, making it particularly adaptable for the tailored skirt.

Silk and Wool Bengaline

Also for the heavier type of costume is a crepe cord or silk and wool bengaline. The crepe quality is given by the cord having a tiny wave. This fabric is equally as attractive in dark colors and black as in white or Spring shade. This cord has also possibilities as a trimming fabric in tailored models which combine silk with wool.

Some rich heavy brocaded failles are also shown for suits and separate skirts. A great many of both the fine soft silks and the heavy suiting silks will have a certain amount of cotton in their make up.

Pompadour designs are showing. The newest French silks of light weight show the Scotch gingham plaid effects with much white. The Khaki Kool fabric appears in the way of new designs and subdued colors.

HAND-MADE MALTESE LACE

ONE of the lace wholesalers has a big range of silk and also of linen handmade Maltese laces. They comprise mostly collars, cuffs, centrepieces and handkerchiefs in the small articles in many attractive designs. In addition, there are a few handsome bedspreads, exquisite pieces of work, entirely composed of this lace in linen. Double bed and twin bed sizes are offered. Usually this class of goods is a holiday or Easter line largely, but this firm finds that already orders are coming in rather briskly for after-holiday selling, and that it looks as if steady demand is increasing.

The Northway Co. store, at Ingersoll, was recently destroyed by fire. It is believed that the fire was set to cover burglary and arrests have been made in connection with the investigation that is being conducted. The loss is expected to reach about $75,000.

HOW TO SAVE COAL

(Continued from page 57.)

and, as a general rule, all checking of draught should be accomplished by closing the ashpit damper and opening the check damper in the smoke pipe. The check damper should never be opened until the ashpit damper is closed. The shutoff damper in the smoke pipe may be closed partially in case of an unusually strong draught or to check the fire in mild weather, but, as a rule, this damper should be touched very seldom. Never check by leaving the firing door open.

Before feeding a furnace see that the shutoff damper in the pipe is open and close the check damper. This prevents the escape of dust through the feed door into the cellar.

Keep the ashpit empty. Ashes banked up under the grate prevent necessary air circulation, hinder combustion and tend to warp the grate bars. Remove ashes at least once daily, and be sure to sift all ashes to recover the good coal that has dropped through the grate.

Serious fuel wastes result from allowing soot or ashes to be deposited on the interior heating surfaces. This prevents utilization of the heat in the smoke and gases. Clean flues frequently; with soft coal every other day is none too often to give the furnace a brushing down. One-eighth inch of ashes and soot on boiler surfaces retards heat transfer 25 per cent.

MR. THOMPSON WRITES FROM FRANCE

JUST as we go to press an interesting letter has been received from Mr. Thompson, of the Thompson Lace and Veiling Co., who is now in France. Mr. Thompson reports all living expenses extremely high in France. In fact, his hunger only begins to be satisfied when his bill is up to six francs. Several of the purchases which he has made for his firm have been made at prices 200 per cent. higher than he paid a year ago. Nevertheless a fair amount of nice goods is offered, considering the continued and increasing difficulties of labor and raw material shortage.

The frontier between France and Switzerland is closed—tight. Not even telegrams nor mail are allowed to pass. Mr. Thompson is hoping that after going back to England to close his purchasing there the frontier would again be open, so that he could get into Switzerland before returning home.

The handkerchief situation in Switzerland is very bad, he hears, and a decided shortage of fine goods, with no linens, will be felt next year.

The S. F. McKinnon Company have made some extensive changes in the whole interior of their building. The offices have been moved from the first to the fifth floor and doubled in size and the ready-to-wear department now occupies the sixth floor.

Geo. H. Hees, Son & Company, Limited

Factories:
Davenport Road,
Pears Avenue and
Bedford Road,
Toronto

Head Office: 52 Bay Street
TORONTO

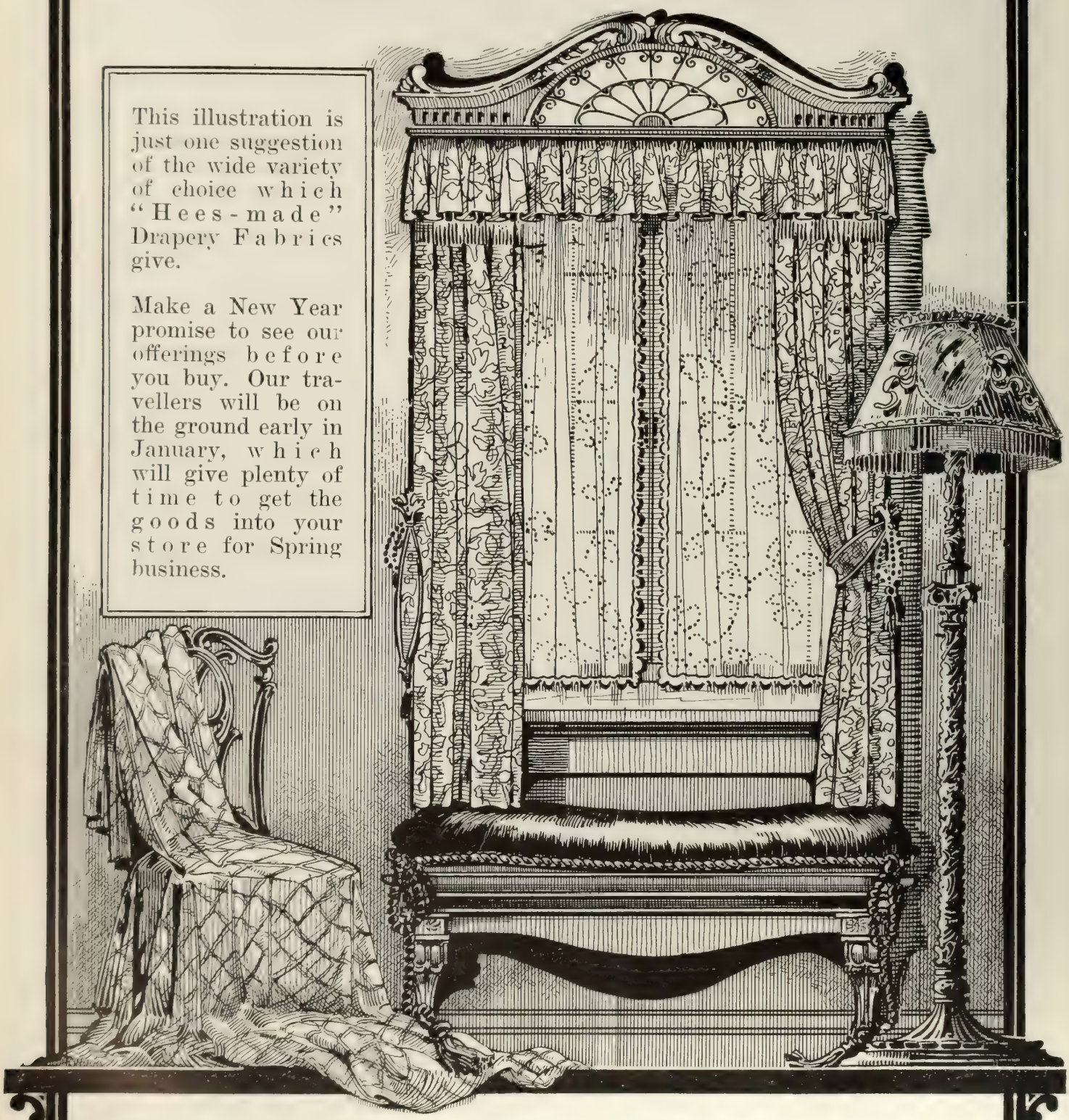
Manufacturers of

Branches:
Montreal, Winnipeg,
Quebec, Vancouver,
Ottawa,
Manchester, England.

WINDOW SHADES, UPHOLSTERY GOODS, LACE CURTAINS
WOOD AND BRASS CURTAIN POLES, TRIMMINGS, ETC.

This illustration is just one suggestion of the wide variety of choice which "Hees-made" Drapery Fabrics give.

Make a New Year promise to see our offerings before you buy. Our travellers will be on the ground early in January, which will give plenty of time to get the goods into your store for Spring business.



"IF IT IS FOR THE WINDOW, WE HAVE IT"



A Real Proposition

While existent prices are high and, in fact, cotton is a scarce quantity, we still have contracts very much below the market, and it is on these contracts that our prices for towelling and face-cloths are based.

What greater inducement could we offer you to get into touch with us?

Hawthorn Mills

Makers of Blankets, Knitted Goods, etc.

CARLETON PLACE - - - - - - - - - - ONTARIO

SELLING AGENTS:

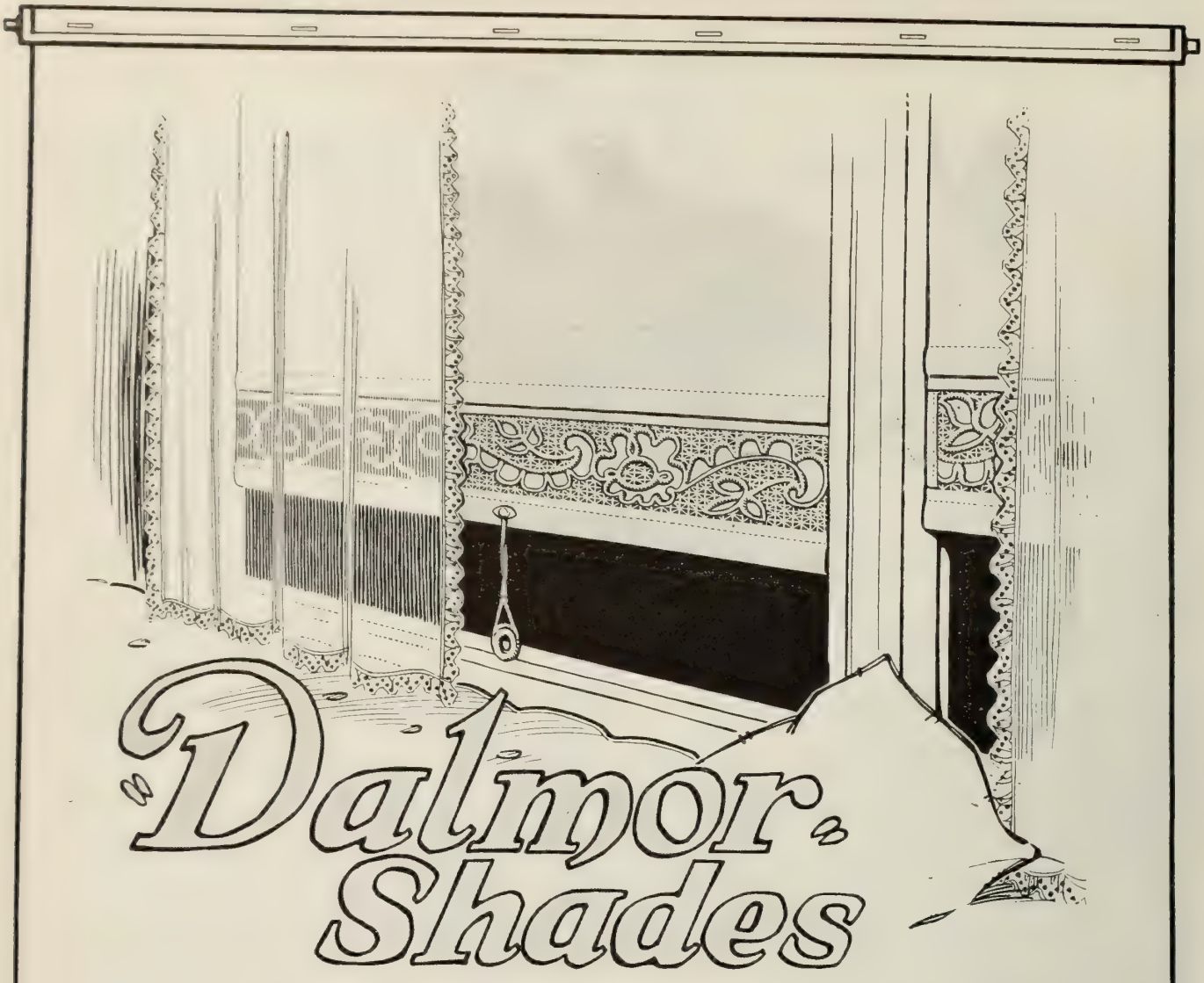
John Paterson,
310 Coristine Building,
Montreal

Little & Little,
152 Bay Street,
Toronto, Ont.

Fred. Rumble,
410 Hammond Building,
Winnipeg, Man.

V. A. Barnwell,
Pictou, N.S.

E. Elworthy,
Regina, Sask.



Dalmor Shades

DALMOR stands for shade cloths of the highest quality and workmanship. It stands for quick, efficient service, and for perfect satisfaction at all times. We shall be pleased to co-operate with you in developing your window shade business in a profitable manner.

Write for our Prices and Samples

DALY & MORIN, LIMITED

Warehouse and Factories
LACHINE, P.Q.

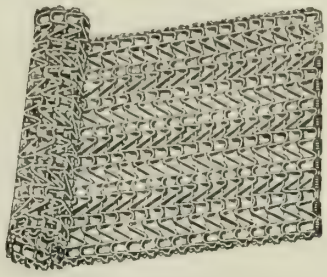
[Notice our special mounting feature above, the cloth is securely fastened to the roller by flat wire staples, this mounting is found on *DALMOR SHADES* only.]

Salesroom: Coristine Bldg.
MONTREAL, P.Q.

ACME FLEXIBLE STEEL DOOR MATS

Yields Good Profit

Sanitary and Sensible



Acme Steel Goods Co. of Canada
MONTREAL

Agents:—P. A. C. McIntyre & Co., Winnipeg; Lynch & Manley, Toronto; H. C. Brennan Co., Ottawa; Landry & Simard, Quebec.

An Important Number

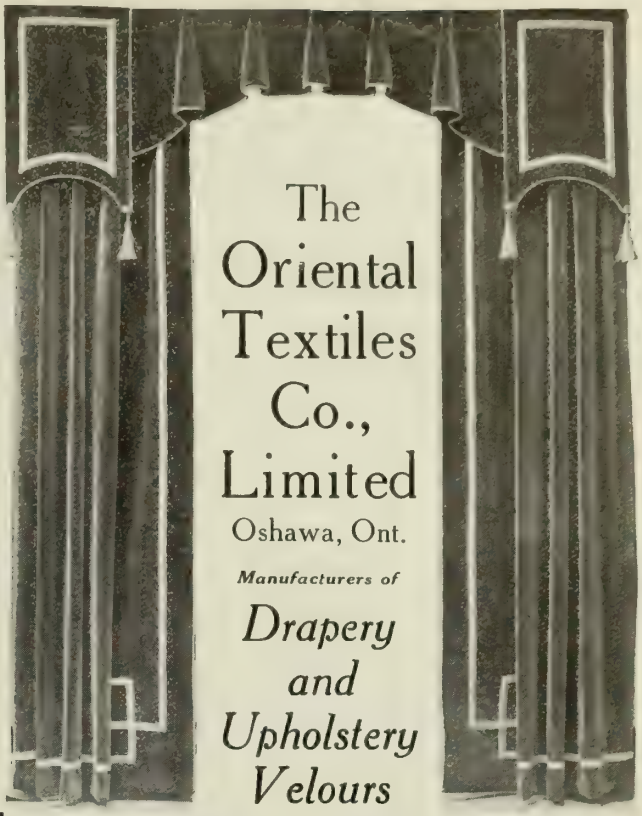
¶ Next issue of Dry Goods Review is the January Spring Number.

¶ In Dry Goods Review for the next six months, readers will find most practical information on buying, selling, display problems, advertising campaigns, etc., from the experiences of some of the best Canadian merchants.

¶ Watch for the January Number and read it closely.

Dry Goods Review

Montreal Toronto Winnipeg



The Oriental Textiles Co., Limited
Oshawa, Ont.

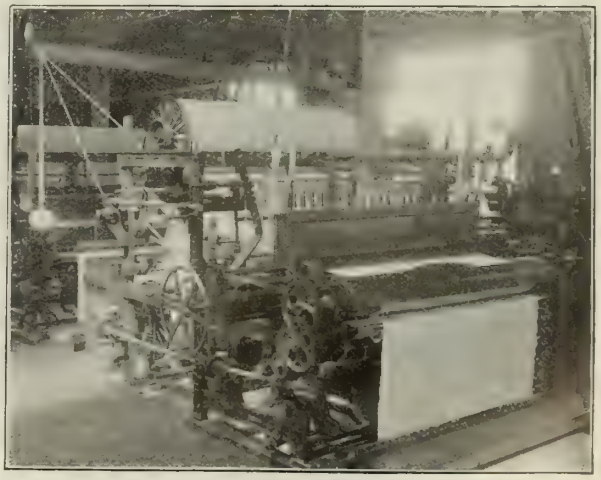
Manufacturers of

Drapery and Upholstery Velours

Marne Velours
Ypres "
Alsace "
Vimy "
Lorraine "
Lille "
Courtrai "

WRITE FOR SAMPLES

Salesrooms :
19 Manchester Building
33 Melinda Street
Toronto



EQUIPMENT & DISPLAY

SHOW WINDOWS SHOULD TELL STORY

Desire to Purchase Should be Created—Ill-kept Windows a Store's Worst Advertisement—Avoid Monotonous Displays.

A PROVERBIAL statement which bears much significance and is worthy of attention by the great body of retail merchants to-day is to the effect that "a well displayed article is half sold." It is recognized that a shop window is the most effective salesman, and the express purpose of the dressing of such a window cannot receive too much attention. The ultimate purpose of the show window is to create a desire to purchase, and this purpose may be accomplished, directly by displaying objects which when seen by an observer are desired at once, or indirectly, by imparting to the observer a desire to inspect further the establishment of which the show window is a part. A show window usually appears as a picture in which the window-dresser has endeavored to portray one object or a group of objects in such a manner that the display has the power to draw and to hold the attention by appealing to the observer's sense of beauty or of the unusual.

Much good advice has been given on this point, among which is the recent statement of a successful merchant who says, "If people never stop and stand in front of your windows there must be something lacking about your displays. Compare them with the ones people seem to like."

Window Should Tell a Story

In making further suggestions, he says: "Do not be content with a window stuffed with advertising cut-outs or show cartons thrown together without thought of harmony or real effectiveness. The neglected window bespeaks an easy-going merchant. The arrangement of a display in the window is not a big task, but it does require some preparation. It should tell a story in a pleasing and impressive way. Merely attracting attention is not enough, for almost any mechanical device in motion in a window will draw a crowd, but the crowd will gaze in idle curiosity, and show no desire to buy your goods. Window displays have one chief object—to sell goods."

The all-important facts which are brought home by the foregoing remarks are that merchants are all out to make money, to sell goods, and to satisfy customers. It is only logical that any right means to this end is only good business sense, and among the opportunities which should not be overlooked in furthering business is the proper use of store windows, for such is the most direct and successful means of getting the buyer's money. One has only to look at the universally successful employment of this method, not only with the smaller dealers, but with wholesalers, to realize that there is behind it a tetsed ability to effect quick sales. An ill-kept window is a perpetual hammer upon the dealer, for it is the outward, visible sign of what



WHITE SALE WINDOW.

Splendid window used to advertise the Annual January White Sale. A stocky display that will sell goods. From Ogilvy's, Montreal.



HANDKERCHIEFS GALORE.

A splendid handkerchief trim that could be used as a suggestion for a Christmas window. Shown by Goodwins, Ltd., Montreal.

may be expected within. Nothing seems to brand a store as unprogressive so much as an ill-kept window, one which remains the same, month in and month out, and it is equally as tiring as would be our reading of a magazine or newspaper if it was looked through month after month, day after day, with its same pictures and stories.

Avoiding Monotonous Displays

Frequent changes are advisable. Freshness, purity, wholesomeness, and new things at attractive prices are the thoughts to be conveyed to the public mind, and the best display is the one that brings out two or more of these thoughts. And here again it can be impressed that the use of price cards is of the utmost aid to the salesman. The customer is not obliged to take his time with questions but knows his answer at first glance.

When circumstances combine to defeat, the dealer must circumvent such obstacles with his wits. The good window trimmer must have the instinct of a salesman, he must understand the public and have a good knowledge of human nature. Such a man will make an appeal to the imagination and curiosity as well as good sound sense, all of which properly handled, becomes an irresistible selling force. Oftentimes a large space, at first seemingly given over to display of goods not handled, is in the end most profitable.

The Window Trim

The window trim is for more business, for special occasions and seasons, for the introduction of new lines or the advertising of rare opportunities for purchasers. Timeliness is one of the most effective elements to be incorporated into the trimming of a window.

Windows vary in size, in interior fitting, in position of view from the outside, in lighting facilities. All general instruction must be adapted to suit conditions present, but there are some inflexible rules that should be adhered to. Nothing should be shown that is dingy, shopworn, or unattractive. If the windows are too small or too insignificant in position have them enlarged and made convenient for displays. The cost will be a good investment for a good window display is not merely for the day or the week, but for all the future of the store.

Manufacturers' Advertising

In modern times manufacturers relieve dealers considerably by the spread of information concerning their stock. This publicity is accomplished through campaigns in trade papers, magazines, newspapers, billboards and other advertising, and that portion of this expenditure which falls to the individual should be properly cared for in order that he may realize his full and rightful share of the profits of this capital invested for him and not only prominently display the goods, but advertise them through posters, show cards, etc. There is thereby a live wire connection established with the passerby, and though he may have even started out for a certain article he will, before he reaches his objective point elsewhere, say, "Why, here it is!" and the the money comes in instead of going to some other merchant down the street.

Oftentimes has the story been repeated of the man who got the diamond craze, sold his little farm in the Transvaal and started in quest of a mine, but who returned old and poverty stricken to find that the industrious purchaser of his land turned up with the plow one of the richest deposits of these gems ever known.

The moral of this story is that there is plenty of good material right around home, and profits which may be going to the next door merchant and which really belong to others, can be turned into their rightful channels by the expenditure of a little time, and constant attention to the principles of window display.

HOW TO SAVE COAL

Governor Whitman of New York Urges Conservation—Ways of Saving Outlined, a Matter of Importance to All.

ON several occasions since the war broke out Governor Whitman of New York State has sought advice, by conference, with the editors of leading trade and technical papers on important business, manufacturing and economic problems.

Recently at his request a committee of editors of technical papers prepared a list of suggestions to manufacturers and business men and the public generally on the saving of coal. The Governor pointed out that the production of anthracite and bituminous coal would doubtless be greater than ever before, but on the other hand the consumption far exceeds the requirements of past periods, and he insists that the American people can avoid distressful conditions this winter only by exercising the greatest care and intelligence in the use of coal. The following are the suggestions which the committee prepared for the Governor.

Suggestions to Public.

The suggestions which the committee requested the Governor to make public follow:

Don't burn coal in an open grate, for in such a practice 75 per cent. or more of the heat goes up the chimney.

It isn't necessary to have every room heated. Most people would be healthier if they slept in cold bedrooms. Close off spare rooms.

Examine furnace and see that there are no cracks at floor line to permit air leakage into the ash pit. Make sure that all firing, ash pit and cleanout doors are airtight when closed.

Endeavor to keep the entire fuel space of your range or furnace filled, heaping the coal slightly in the centre. Steam or hot water boilers should be filled so that the coal is level with the bottom of the feed door opening. Don't let the fuel bed burn down too low. Thin fires mean waste. Break lumps to about egg size.

Frequent Feeding Wasteful

Feed the fire and shake the grate at regular intervals. Two or three times daily is generally sufficient unless the plant is inadequate for the service required. Frequent feeding and shaking are uneconomical. Shake down the ashes before adding fresh coal and stop shaking the moment the first bright spot appears under the grate. In mild weather let some ashes accumulate on top of the grate; in severe weather have only a very thin layer of ashes on it.

If, however, the fire has burned very low and more heat is desired open damper in the ashpit and add a small quantity of coal. In this particular case do not shake the grate until this fresh coal is well ignited, then shake down the ashes and again add fuel.

Don't leave feed door draughts open and admit cold air over a glowing fuel bed at any time. The feed door damper should be opened only to admit air over a fresh fire. Air for combustion should be drawn through the burning bed of coal

(Continued on page 51)

37 Years Making Display Fixtures

ONKEN YOUNITS INTERCHANGEABLE WINDOW DISPLAY FIXTURES

YOU SHOULD SEND FOR THIS CATALOG

NO MATTER WHAT BUSINESS YOU ARE IN

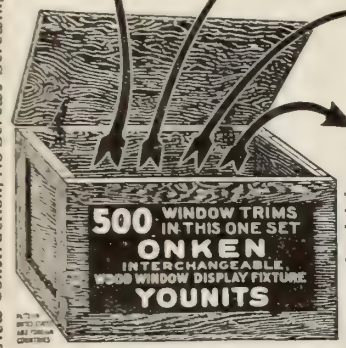
We make a set of Window Diplay Fixtures, that has been specially designed to suit your line of goods, with which you can trim your windows most beautifully. We have over 50000 of these sets in daily use.

They are certainly a big help to the man who has to trim he windows, especially if quick changes are desired. You can make Hundreds of standard fixtures without the aid of a tool.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Which Catalog Do You Want?

New Construction, No Screws Screwing into Wood.



Here are some of the different Show Window Sets we make.

Set for Dry Goods .. Windows
Set for General Store Windows
Set for Furnishing .. Windows
Set for Clothing .... Windows
Set for Shoe..... Windows

Let us know your business We'll send right catalog.

Can Order Thru Jobber.

THE OSCAR ONKEN CO., 384 4th St. CINCINNATI, O., U.S.A.

Stock carried in Hamilton, Ont., England and Australia.

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

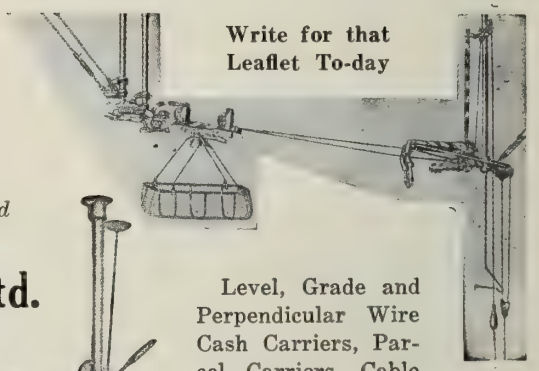
The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

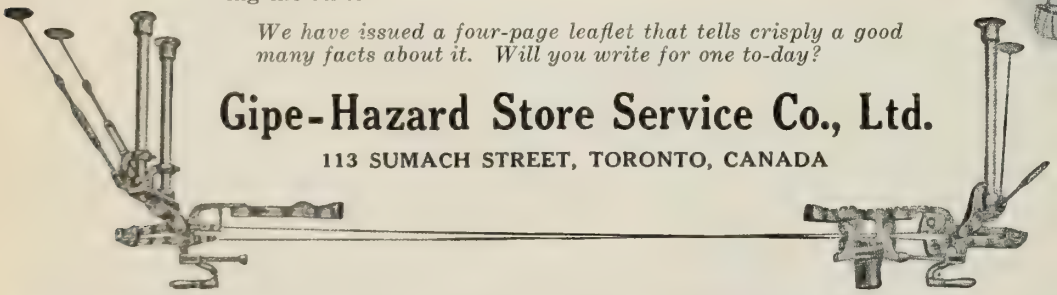
Have this double check on all sales

For the protection of your customers as well as for yourself, there is nothing to equal a Cash Carrier. The system not only obviates running, but gives to salesmen more time for the selling of goods, and insures a double check against error from the fact that there are two persons in every transaction, each checking the other.

We have issued a four-page leaflet that tells crisply a good many facts about it. Will you write for one to-day?

Write for that Leaflet To-day





Gipe-Hazard Store Service Co., Ltd.

113 SUMACH STREET, TORONTO, CANADA

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied,—

(1) Good goods at the right prices.
(2) Courteous treatment.
(3) Prompt service.

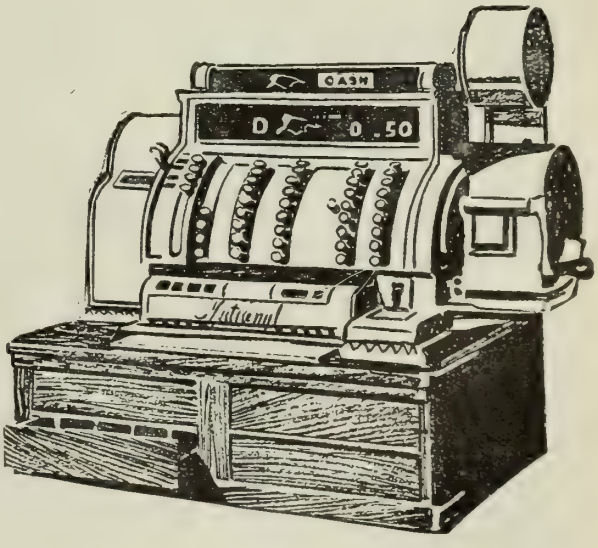
Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

Prompt service can be given customers by employing the most efficient methods of handling sales.

A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.



The National Cash Register
Company of Canada, Limited
350 Christie Street **Toronto, Ont.**

DRESS ACCESSORIES

NECKWEAR

Jabot, "Tailleurs" and Satin, Chief Points of Interest—New York Develops Some Color

APART from the occasional novelty in colors, neckwear maintains a rigid vogue in white and ivory. These are found in



the severely tailored suit and dress collars now so popular and also in all the dainty and very dressy neckwear. Narrow flat styles and stock-and-jabot numbers are the outstanding "stars" of the season still.

"Chokers" Selling Well

In high collars, those having wings, capes, and "ears" are becoming quite popular with smart dressers. These top pieces are usually deftly shaped into a gentle curve upward and outward which provides a neat setting and a touch of youthfulness to the face as well as affording protection for furs. Some stocks have long points extending down over the top of the jabot. These "chokers" are made of satin, net, pique or organdy, usually. Black and white combinations in this style are frequent, especially in satin with a lace, net or Georgette jabot.

During the month the numbers of collars made up all of lace have greatly increased. Filet and rather open patterns of Venise and baby Irish laces are chosen. These are used in both flat and roll styles and for cuffs also. A number of all lace collars designed in the lace are sold, too, particularly in filet.

The advent of Winter coats is providing a larger place for the use of vestees instead of jabots which are liable to crush, though jabots are expected to continue lively until after Christmas. Vestees are provided which are short and may be slipped into the V-neck of one's dress when a long coat is to be worn. There are also vestees which may be worn inside the coat but outside the dress. These are longer, reaching to the waist so that when the wearer wishes to throw back her furs and loosen her coat a neat white front is visible. Many of both kinds of vestees have the collar part cut in one with them, the gores being connected by fine lace insertion. Net, Georgette and satin are favorite materials for vestees, close fitting and softly shirred effects are both shown.

Vests of many novel types are expected to attain much greater popularity for Spring than they did this year. Paris and New York designers are showing them in fancy silks, brocades, etc., and vest styles are a feature of Spring ready-to-wear here in Canada as well.

Variety of Fabrics

Petuna cloth, Sammy cloth and Crepella continue as the established novelty fabrics for the season. Many of these in smart tailored style have a pretty bit of narrow Venise edging. Kerami, too, has some sale for coat sets. One collar seen recently was sailor shape made of white Georgette which had one-inch stripes of soft white plush woven in it. The cowboy collars are selling



smartly, especially in ivory satin. Any of the long roll satin collars which knot and tie are liked.

N. Y. Color Inspirations

One dress manufacturer has been using so many white satin collars on his dresses that it worries him. "People want white satin collars on every kind of dress. I wish I could find something else to satisfy them, just to relieve the monotony of making so many here in the factory," he said. No doubt he will welcome some developments in New York. Down there such colors as cerise, purple and emerald satin collar and cuff sets are being shown. These are intended to carry out the color idea of the hat so that a sombre costume is livened up. Spotted foulards are also used in this way.

The "Jack-o'-lantern" is another New York novelty. This is a high satin stock, the front having a little V of low neck, satin strings being drawn together from either side of this into a small roll tie. It comes in several of the popular shades, also in black and white, all white, military blue and white, and coral and white.

And the "Chu Chin Chow" is a set consisting of scarf, cap and knitting bag of satin embroidered in Oriental colorings and designs. Other color novelties show dark blue satin embroidered in deep red or yellow, amethyst worked in a design of yellow, and white embroidered in dark blue and gold. The designs are all large, mostly worked in single thread stitch, and feature circles and sunray motifs.

Large Net Bows

Stocks of satin or boned net fastened at the back form a foundation for large net bows that go under the chin in front. One model shows a big bow with longer streamers of cream embroidered net; others are of the plain net, some in blue or rose edged in gold thread. In every instance, the bow is large enough to cover the whole front of the neck. To wear with a dark colored chiffon waist there are deep cape collars of bright chiffon.

Neckwear is enjoying decided popularity at present and will be one of the leading items in gift-giving this season. The continuance of one-piece dresses speaks well for a prolonged vogue for dainty and good quality neckwear.

BOUDOIR CAPS

BOUDOIR caps are again before the public in vast arrays of dainty fabrics and delicate tints. Very bewitching they are with their bits of lace, tulle, ribbon and rosebuds. The very newest arrivals are made on fine wire frames. One of the prettiest is a deep dome shape; white net is shirred on it, leaving a narrow heading at the edge of the "dome." This tulle is tied at the top with narrow pink ribbon which hangs in long loops; a knot of loops and streamers and of course a tiny wreath of rose-buds finished the edge. Another new model is hat-shaped, made of three-inch brocaded satin ribbon. There is a small circle for the centre top, then a band of the ribbon shirred around it; to this band is another put on without gathers, forming the sides of the "crown"; another shirred piece of ribbon forms the rippling "brim"; the texture of the ribbon is firm enough to suit this style of cap without a frame; rose-bud trimming and long knotted ends of picoted ribbon are effec-



DAINTY BOUDOIR CAPS

Three new ideas for the Christmas season. Remnants of lace and trimmings, a flutter of ribbon and there they are!



TWO HANDSOME NEW RIBBONS.

At left a delicate jacquard pattern is to be seen, along with the colored floral design. At right, faille with moire effect forms the background for exquisite orchids. Satin borders on both ribbons. These come in the very wide goods. From Walter H. Barry & Co., Montreal.

tive trimming. A number of pretty effects are obtained from the cart-wheel idea. Cart-wheels are made of lace or lace and ribbon with a ruching around their edge; these form the "ear-laps"; the cap proper may be constructed of all-over lace, cloth of silver, Georgette crepe, satin, brocaded ribbon, crepe de Chine or any other suitable sheer fabric. Long loops and ends of ribbon one inch or one-and-a-half inches in width, preferably with picoted edges, are found on very many of the newest concoctions. Tassels, too, are very good. Caps made with long points which turn down, like the corners of shopping bags which turn up, and elongated by tassels are liked.

While pink is the most popular shade of all, there are many materials as well as made up caps purchased in sky, old rose, maize, lemon, orchid, heliotrope and some Nile; all white, too, is liked.

RIBBONS

Wide Fancy Ribbons for Bags and Camisoles—Grosgrains for Spring Again

THERE is no excitement in the ribbon trade these days. A steady demand for seasonable goods continues and some interest is being taken in Spring goods, mostly from a color point of view rather than as a search after novelty.

A recent development in some large stores is a demand among consumers for wide fancy ribbons for camisoles. The favorites of late are beautiful qualities of one-color faille taffetas with satin brocade designs in floral, bird and butterfly effects. These come in rose pink, ciel and white in various widths and some variation of quality. Perhaps the 7½-inch goods at $1.35 a yard has proven the most popular. It is a rather new departure for such heavy qualities of plain-colored ribbons to be used for this purpose but no doubt they have good effect with the Georgette blouses which are so generally worn. Dresden ribbons also are used considerably for the same purpose but apart from that one use the big majority of fancy ribbons are used for bags this year.

Colors for Spring

The shades for Spring in ribbons adhere rather closely to those predominating in ready-made garments, that is, to the light putty shades and their variations with a few deep and bright additions. A very light sand shade or "fibre," mais (between straw and citron), a lively tan or light Marocain shade, Mongol (flame), a deep orchid called mallow shade. Thais, between mauve and lilac, gray-browns, khaki, Pekin blue and a tone deeper, between a Royal and Navy, a dark amethyst or bluish purple, a watery green and myrtle, deep pearl grey and pearl black, which will vie with a deep pintade or taupe brown for popularity, are the colors selected by some of the well-known buyers as the strong shades for Spring. Joffre and wine shades are also considered to be due for recognition again.

Grosgrains are again the big items for Spring, one to two or two and a half inch goods showing much promise. Very wide pastel and black ribbons may have some place both in taffetas and satins for girdles and large bows if the bustle modifications gain any place with Summer dresses but just now it is too early to make definite statements and in any case it is not expected that the yardage will be extremely great.

A great many new ribbons with floral decorations and varied colored satin warp stripes are shown. In some the coloring is strong. In others it is soft and of the pastel order.

Some ribbon dresses are shown in New York but are by no means a general thing. There really is no big prospect for the ribbon trade but satisfactory steady demands are coming in sufficient to keep some of the wholesalers cheerful at least.

VEILS

Handsome Models to Match Costumes—Large Motifs Far Apart are Favored—Some Scarfs for Christmas Trade

IT is quite essential that fashionable dressers just now wear a veil to match their costume. Especially is this the case with black, navy, brown, taupe and Burgundy colorings, for, in these, veilings which are real works of art are to be had. For example a tete de negre costume with touches of champagne and champagne spots would have a hat in the same tones with veil of dark brown mesh and thread or machine embroidery and fringe of champagne. A navy blue suit or coat with grey collar or trimming might have a navy veil with grey border or a grey large mesh veil with navy or silver border—and scarcely two are seen alike. Spots and other effects in Burgundy and green on black or taupe meshes are shown. In black and black and silver the combinations are legion. Usually the silver design is rather large and fine, lacey in effect. One handsome new veil in large square mesh has a narrow machine patterned border from which there stands erect about every six inches a design six inches high imitating a quill; below the border there is one-inch champagne fringe made of silk stitching.

Motifs Far Apart

Velvet patches, chenille dots, irregular floral motifs, usually large in size but not close together nor intricate in themselves are popular. Of course, if a lady wishes a very heavily embroidered veil she may have it. One noted recently had a border eight inches deep in solid block pattern of ¾-inch blocks. One unusually smart veil all black was of rose-point mesh with a chain embroidered at the edge. The links of the chain were an inch and a half long and an inch wide; each place where they joined was an oblong jet bead. These beads would no doubt supply enough weight to the veil that it would always hang gracefully and resist with dignity the trifling breezes. Another black veil has large Chinese characters scattered through very Chinese-looking "mums." Woven patterns and crackle mesh continue among the best of the season's offerings.

Sales of the slip-on veils continue in large quantities. These and the dressy veils described above constitute the bulk of lines sold at present.

"HOW TO MAKE FIGURE FACTS EARN PROFITS"

(Second address by Frank Stockdale.)

CONTINUING his series of lectures on problems of Retail Merchandizing, Frank Stockdale addressed the gathering of merchants and manufacturers on the subject "How to Make Figure Facts Earn Profits."

"I have found a great many stores," said Mr. Stockdale, "that are selling plenty of merchandise, wonderful stores in beauty and service, they are doing a good business, but they fail to come across with the thing most to be desired by a retail merchant—Profit.

"Most figure facts do not earn profits. Ninety per cent. of the figure facts in stores represented here do not earn profits. Some of you think you have splendid systems of accounting, but your systems only protect profits, they do not make profits. There is a difference between the nightwatchman and the man who works in the store, and there is a difference in the figure facts—records that protect profits and records that earn profits.

"Figures in connection with a business are very undesirable unless they tell the truth, the whole truth and nothing but the truth. A lot of men are misguided in figures. There are a lot of people using figures who conducted matters just as profitably before they got records into their business. They are misled by their figures. Some men's intuition, sense of management and sense of a movement of things has been a better guide than the figures they had. Incomplete figures will lead a man far astray, and the only way to talk intelligently about profits is by using figures.

THE DANGER OF NOT HAVING THE FACTS

"I know a store that ran along for four or five years making a nice profit for the owner. The sixth year they bought heavily for increased business, but they lost in the sixth year all they had made in the other five simply because they had been letting the business run along and the old goods were collecting all the time. When the crash came their profits went up in smoke. There are a lot of people in business who are in business because they are good salesmen and not because they are good managers. I have seen numerous cases where a man working for another man has become the star salesman. He decides he is the best salesman and starts out to run a business of his own. If he stops at salesmanship he is almost doomed to failure, because there is more to business to-day than being able to bring the mind of the customer to your way of thinking about merchandise. That is one of the absolutely essential things, but I have also known a lot of men to sell and not make any money. The management of the successful store must be based very largely on figures. There are certain things figures will do for a store. There is one class of people that complain more about competition than any other, they are the guessers. And the main reason they are complaining is because their competitors know a few things they don't know and among the things their competitors know are these: *'What lines are profit makers,' 'What lines are profit chokers,'*—these two lines are found in almost every store. 'What their constant expenses are,' 'How much it costs them to sell goods."

"There are two things a man does in the retail business, he carries goods and he sells goods. There is a distinction. I might fill the room with goods and not sell them, but that begins to cost money right away. And I might sell goods without carrying goods. Some people can sell goods without carrying them and some people carry them without selling.

"Other things the man who is up with his business knows are *'How much money is invested in stock.' 'Are stocks increasing faster than sales.' 'How many bills he has to pay,' 'Whether collections are keeping up with charges,' 'Progress and condition of the business.'*

"Lots of figures don't tell us whether we have been going forward or backward. That kind of record won't do a man much good. You have to know these facts sometimes, and the sooner the better.

" *'Don't forget markdowns.'* That should be taken into consideration when you mark your merchandise. The merchant wants to look ahead and make provision for the thing that in most cases is inevitable and know what his losses will be.

" *'Expenses forgotten are usually profits lost.'* I have known men who tack on a little percentage for 'incidentals' before adding their percentage of net profit. This indicates that the merchant knows there are mistakes.

" *'Rent and real estate.' 'Interest on capital invested in stock, fixtures, etc.—open accounts, outstanding accounts and money invested in working capital.' 'Salary for self and members of family.' 'Depreciation on goods and equipment.'* These are other items that must be considered.

"Depreciation varies and there is no reason for taking any definite percentage. If there is anything in records it is to tell us the truth, so merchants should be honest with themselves when they go to depreciate. Let the statements tell you the truth for some goods depreciate faster at one end than the other.

MARGIN NOT NECESSARILY PROFIT

"A clear understanding of the fundamental difference between margin and profit is necessary. One of the keenest merchants I have met told me he would like someone to write an article on 'margin of profit vs. margin for profit.' What he said was he would like someone to write an article on 'an opportunity for profit, and actually getting the profit.' Margin is the opportunity for profit and also an opportunity for loss. Margin itself does not spell profit.

USE AND ABUSE OF PERCENTAGES

"The percentage pathway is lined with pitfalls. We find merchant after merchant tripping up on percentages. The following statement should be referred to when you are stuck about percentages:—*'Percentage is a sign of relationship.'*

"It has been said that competition these days sets the price, but you want to know if competition leaves a profit for you, and that is the reason for figuring.

"There is one absolutely essential thing to know whenever you start to use a percentage, and the first question is 'where did you get it?'

At this juncture a sample problem was worked out by Mr. Stockdale figuring a net profit on an article where margin, cost price and cost of doing business in the store were given. Mr. Stockdale indicated that there was a big difference in using the percentage on the cost or on the sale price, enough difference in fact to eat up an ordinary net profit.

"In one case," he said, "we have taken the margin on cost and in the other case we took the margin on cost and the cost of doing business on the sale. But the difference between the margin and cost of doing business is a percentage that means something. The kind of percentages to have are the ones that represent the same taken out of different figures and then when I compare percentages I compare the same kind of percentages. You are going to get to the place in your business where you will want to compare your figures. You cannot do this unless they are based on the same foundation. It should also be remembered that the percentage for clerk hire is based on sales not on the cost of the goods.

"Three essential things in business to be controlled are (*1*) *Cash.* (*2*) *Help,* and (*3*) *Merchandise.*

"The handling of cash and the balancing of the book at the end of the year with a balance in red ink is largely a matter of handling cash. It does not affect stocks and it does not affect the handling of people, because to handle people you cannot wait until the end of the year unless you expect to lose a lot of money on them. Special records for people and for stock should be kept. I would admonish every man never to go to the bother of keeping records in his business unless he has use for them. I am not advising any man to get a fact in his business which he cannot use, and you will not find it hard to get. The trouble is people do not see the use of facts. There are more nice trial balances filed away in the safe than there are facts placed on the desk which are used when the merchant goes to advertise, mark up goods or talk to a traveling salesman. That is the essential thing in records, to be able to use them in your business.

ANTE-MORTEM NOT POST-MORTEM FACTS

"What we need in figure facts is diagnosis instead of post-mortems. I want to know what is happening in my business while it is happening, or as soon after as possible and not what did happen. The method of diagnosis is also changing. In olden days they used to diagnose by the use of antiquated methods. The old time storekeeper would look at the sales and if they were all right everything was all right. The modern retailer diagnoses by knowing his turnover, expense and sales. It is only necessary to select one expense to know if you are doing all right, and that expense is *Rent.* The landlord is the man who keeps up with you because you are in competition with each other. The rent you pay depends on the turnover you get."

Referring back to the problem of figuring the net profit when the expense of doing business in the store was given, Mr. Stockdale emphasized the point that *"average percentages do not apply to specific cases"* and that therefore the cost of doing business in the store was not the figure to be used in selling an article in the store." He continued:

"The expense of carrying and selling a certain article is not the same on all articles.

DEPARTMENTALIZING THE STORE

"I have known a number of merchants to departmentalize their stores and to establish departments in departments. That is what the chain stores are doing, and that is where you have to find out where you are making money and where you are losing money. In departmentalizing the store stock records are as valuable as expense records."

At this point Mr. Stockdale illustrated the case of a department store divided into a number of separate departments, some of which made money while others lost money. He struck out departments which equalled each other i.e., one showing a loss equal to the other's profit, and thereby illustrated that the profit making extent of the store resolved itself down to about one-quarter its original size.

"The same thing applies to lines as to departments. You cannot apply average percentages to specific lines or departments and know what you are doing," said Mr. Stockdale.

"The reason figures do not earn profits is because we get tangled on percentages or apply averages to specific cases. Manufacturers of advertised products are having the time of their lives because the average merchant is applying average figures to things that do not come under the average.

"One of the big reasons why average percentages do not apply to specific lines is because turnover on various lines varies greatly.

In the discussion which followed the address the question was asked "What distinction is there between turnover and sales."

In answer, Mr. Stockdale stated that turnover as applied to sales was using the term turnover out of its proper place. We are using two terms, one is *turnover* and the other is *volume,"* said Mr. Stockdale. "We want something to express the speed of the movement of the merchandise and we have reserved 'turnover' for that purpose."

Replying to a question as to average percentage allowance for rent in specialty stores, Mr. Stockdale stated that there was a great dearth of these figures, but that the average figure of rent in an average city is 3 per cent. for clothing stores, and varying according to the class of the store.

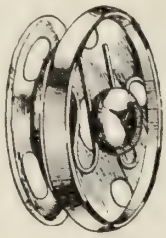
"One man rents a location where he has to pay a larger rent than another man. Increased sales means increased turnover and there lies the relation of turnover to rent."

The third Stockdale lecture will appear in our next issue.

Colonial Maid Dress Fasteners

know when to hold and when to let go

The only Spring Fastener made in Canada and superior of all others.



It's all in the WIRE SPRING

STRONG—DURABLE—MADE OF BRASS

Four Sizes

Nos. 1-0-00-000



Two Colors Black and White

Guaranteed satisfactory in every way.

Mounted on showy cards of one dozen. Sell on sight. Liberal profits.

Why pay duty with added transportation costs and delays when you can obtain a superior article that is made right here in Canada?

TO BE HAD OF ALL LEADING WHOLESALE HOUSES.

The Colonial Fastener Co., Limited

Sole Manufacturers

500 Parthenais Street, Montreal



H. B. K. Suedette Gloves.

The Last Few Days of Xmas Selling

You can make the last ten days before Christmas produce large sales of H. B. K. Gloves. There will always be numerous people, who, as Christmas draws near, find themselves unable to decide on what to give. Suggest H. B. K. Gloves. Nothing could be more acceptable and they come in all the popular shades and in the very latest styles.

H.B.K
BRAND.

The Hudson Bay Knitting Co., Limited, Montreal



No. 6660—17 Ladies' Pearl White Lamb Washable Two-Domes P.X.M. Decoration, Black Suedette with Zig-Zag Black Silk.

Teach your customers the value of the H. B. K trade-mark. Show them that H. B. K. signifies a standard of quality that ensures their satisfaction. You will soon have your customers asking for these gloves by name which will tend to speed up your selling service and eliminate all chances of dissatisfaction.

Accept this Hearty, Sincere Wish
that You may have

A Very Merry Christmas and A Happy New Year

DENT'S D GLOVES

TO THE GLOVE TRADE OF CANADA

We extend all good wishes for a prosperous Christmas and New Year.

DENT'S are helping you with a special Xmas advertising campaign. Take full advantage of this assistance. Display and feature the goods your customers recognize—THE IDEAL CHRISTMAS GIFT—

DENT'S

Get this business, it awaits the live merchant.

PROMPT ATTENTION GIVEN TO MAIL ORDERS

DENT, ALLCROFT & COMPANY

128 BLEURY STREET MONTREAL

Griffin Gloves

Your Opportunity for a Big Season

The present gift season presents an unusual opportunity for the progressive retailer to increase his sale of these

All Canadian Made TRADE MARK Griffin Gloves Washable Chamoisette

Economy and National Service combine to urge your patrons to buy useful articles for Christmas gifts. What could be more useful or acceptable than GRIFFIN GLOVES?

RICHARD L. BAKER & CO., Sole Selling Agents

100 WELLINGTON STREET WEST, TORONTO

R. C. WICKARE, Pres. H Y. FARR, Sec.-Treas.

THE **LACE GOODS CO.,** LIMITED
TORONTO

HANDKERCHIEFS

We have them—

Your last minute requirements given intelligent personal attention.

Phone, Mail or Wire.

Yours for Service.

The **Lace Goods Company,** Limited

PHONE AD. 2934 64 WELLINGTON STREET WEST **TORONTO**

KNITTING and SHOPPING BAGS

The Latest and Most Popular Novelty



We are making a dozen different styles, all very attractive, in Cretonne and Silk, with round or oval handles covered with same material as Bag, or straps like illustration. Pin Cushion on either end.

Ask your wholesaler for our goods.

STANDARD HAIR CO., 11 Cathedral St., MONTREAL

MANUFACTURERS OF FANCY DRY GOODS



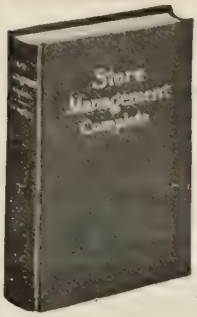
Place Finnie Creations where they may be seen. They will increase your Neckwear sales.

A. BRUCE FINNIE & COMPANY

Corner Craig and Gosford Streets MONTREAL, QUE.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us 1 10 Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Say You Saw It

in

Dry Goods Review

Appreciation—



This year as last has been one of unsettled conditions, but in spite of these conditions our business has again gone ahead to a very appreciable extent.

We wish to thank patrons of Phoenix Novelry Neckwear for their support and we are able to promise that our efforts will be to maintain the high standard that has given Phoenix Novelry Neckwear its enviable reputation with the dry goods trade of Canada.

We wish the trade a big Christmas business this season and the best that the New Year has in store.

Phoenix Novelry Company

TORONTO, ONT.

Spending $1,900 or so on Advertising

**How Modest Appropriations can be used Effectively—
the Correct Principle in Advertising.**

THE average annual advertising appropriation in Canada is said to be somewhere round $3,000. This seems a very small sum. Yet even smaller sums can be made to accomplish excellent results. Thus a sum slightly under $1,250 will give a national advertiser a really strong campaign covering the whole of Canada; and a sum under $650 can be used effectively if one's particular field is the farm field.

The Correct Principle In Planning An Advertising Campaign

Before we define how these sums can be employed, we shall first define the correct principle in planning an advertising campaign.

This principle is: (1) Decide on the one best medium reaching the class of persons likely to give you business; (2) use this medium in an attention-commanding way—that is, use advertisements bold enough in size and display to assure the attention of readers; and (3) give this "first" or chief medium your full schedule—that is, all the insertions you deem necessary to secure your object.

If your appropriation for advertising permits the use of more mediums than one, to be used simultaneously, use each additional medium listed after the manner of the first one chosen; that is: (1) use it adequately; (2) give it bold "copy," and (3) a full schedule of insertions.

As against this method and idea is the following practice: (1) Decide on the sum you want to spend; (2) make up a list of all the mediums you would like to use; (3) decide on the number of insertions you think is necessary; and (4) let these three factors in combination determine the size of the advertisements. The consequences of this method are (1) small-size "copy," and (2) a thin—very thin—scratching of much soil.

Now Experience in the advertising world, as in other worlds, says: Concentrate, intensify, get out of each unit all that it can be made to yield; multiply units only when each unit employed is being worked to its maximum. This is the teaching of Experience, substantiated by your own knowledge, if you will think it out.

Two "First" Canadian Mediums

Consenting to the principle as above defined, the selection of the "first" or chief mediums becomes fairly simple.

MACLEAN'S MAGAZINE is the "first" or chief medium in Canada among all monthly magazines of the general or family type having national circulation.

FARMER'S MAGAZINE is the "first" or chief farm paper in Canada having national circulation.

MACLEAN'S MAGAZINE, with its 50,000 circulation, has achieved circulation results in its smaller field comparable with the achievement of the most largely circulated U.S.A. magazine of the same general class in its 20-times-larger field. The circulation of MACLEAN'S MAGAZINE in Canada is the equivalent of a million circulation in the United States.

The circulation of FARMER'S MAGAZINE (27,000-30,000) in Canada is the equivalent of 600,000 in the United States.

Determining Dominant "Copy"

Granting that these two mediums are the "first" or chief mediums in their respective classes; the next thing to consider is what is dominant or adequate or sure-to-get-attention space. Obviously a full page is dominant space; so also is 2/3 of a page. Half a page may be. We shall compromise, for the sake of illustration, on a space occupying 2/3 of a page—a space measuring 10 inches deep (a full column in either medium) by 2 columns wide. This means "copy" measuring 20 inches, or 280 agate lines.

We'll suppose, further, that one insertion each month, for the whole year, is scheduled in each medium used. That is a total of 3,360 agate lines (280 lines monthly x 12).

The Cost of a Strong Campaign

So the cost of an all-the-year-round campaign in each medium becomes:

MACLEAN'S,	3,360 lines	@ .37=	$1,243.20
FARMER'S	3,360 lines	@ .19=	638.40
Both Mediums			$1,881.60

If one's field takes in urban and rural communities, then a year's advertising in "first" or chief mediums, using dominant "copy," and with full schedules, can be obtained for a little less than $1,900. If one has more to spend, then other mediums can be added, each used dominantly and fully, until the limit of one's appropriation is reached.

Remember that it is wisest to *grow* into advertising than to *go* into it. Many an advertiser has started out beyond his strength, and came to grief, perhaps blaming advertising rather than himself for the failure.

The Local Influence of National Mediums

Now a word about the *local* effect of advertising in these two mediums—the effect on consumers and dealers. First, on consumers. When we talk about magazines having *national* influence, we really mean that this national influence is the sum of its influence on each individual subscriber or home; for it is clear that any single copy of a magazine can and does influence only those persons who read it. Which means, that a magazine's influence is exerted primarily on persons, and that its national influence is the aggregate of its personal influences.

So a magazine has personal, family, community, and national influence, progressively.

This influence has *local* effect. It sends persons and families to local dealers to obtain what may be advertised; and it helps local dealers to sell nationally-advertised goods to persons and families familiar with advertised goods—this because of the magazines they subscribe to.

All of which means that the national advertiser, using magazines as his mediums, secures local community effect and national effect at one and the same time, and thus accomplishes economically his two objects.

This Advertisement is Addressed to You

This advertisement is addressed, in particular, (1) to those who are contemplating an advertising campaign to help them merchandise their products; (2) to those who are as yet in the beginners' class of national advertisers; (3) to those who are not wholly satisfied with past results, which may be a consequence of employing wrong methods or following wrong ideas; and (4) to those successful advertisers who want to strengthen their success.

In the limits of this page, it is not possible for us to elaborate the above and other ideas as fully as we would like; nor to convey all desired information concerning MACLEAN'S MAGAZINE AND FARMER'S MAGAZINE We have, for example, detailed circulation statements of these two magazines, by provinces and counties, and in the case of MACLEAN'S by towns. Also, we have printed matter designed to prove that "a little advertising in a few magazines" has been and is the way to great success by many famous advertisers. Send for copies of "Good Stuff about Canadian Magazines" containing information of the sort indicated.

Planning an Advertising Campaign for 1918

THE year 1918 is at hand, and you probably are shaping your merchandising plans. It is important, in such case, that you should know much about the service which the two magazines, named above, separately or in combination, can render you.

Write for the proffered copies of GOOD STUFF, this as a first step.

The MacLean Publishing Company, 143-153 University Ave., Toronto

Publishers of MACLEAN'S MAGAZINE and FARMER'S MAGAZINE.

(D.G.R.)

READY-TO-WEAR

GARMENTS IN ATTRACTIVE SURROUNDINGS

Holt, Renfrew & Co. Open New Ready-to-Wear Room in Toronto Store — The New "Rose Room" Artistically Arranged.

IT is scarcely more than two years ago since Holt, Renfrew & Co. first added a few ready-to-wear lines to their fur department. For some years they have had an enviable reputation for their furs, and, therefore, it was to meet the urgent call of their customers that the company decided to instal a line of suits, coats, and gowns. In this way convenience was provided for the many who wished to be fitted newly in both garments and suitable furs. The second floor of the store had been used exclusively for furs, and so the new point of interest in selling satisfactory furs was added at one side of the fur department.

Grew Rapidly

In the two years since ready-to-wear garments were provided the interest has been so keen that the department has steadily increased. Partly, of course, owing to the trend of trade in general, and partly to careful management and buying in accordance with the tastes of the customers, the department grew to the very limits of its confines. At the same time the fur business continued to expand, so that more space was needed for both.

The result is that during the month of October just passed the Holt, Renfrew patrons were received into a brand new ready-to-wear department occupying the whole fourth floor of the shop. It is called

The Rose Room

The Rose Room is L-shaped, with the walls and ceiling in pure white, decorated with the ornate and graceful Adam designing. There are several long mirrors on the walls. Between the two sections of the floor are two large Doric pillars, and between the windows square pillars ornamented to match the walls.

The velvet rugs are of plain rose color; an attractive feature is the new style of lighting. Six handsome mahogany pedestals are topped each with a large open inverted globe in delicate green and primrose tints on white.

At the back of the department, which is the "top" of the L, are the work rooms for alterations, etc., and at the other end of the L are two delightful fitting rooms



One of the artistic window cards used by Holt, Renfrew & Co. in announcing their new ready-to-wear department. The dominating color on the card was rose, with grey, sage and ivory for relief. Size of original card 27 x 10.

furnished and decorated to match the outer rooms. There is a long white cabinet, with glass doors, in an alcove at the middle of the longer inside wall. This is used for the various types of dresses: silk, satin, velvet, and cloth, and provides an excellent elevation upon which to display a couple of skirts, for instance. Then throughout the department are long and revolving racks, also a table for suits, coats and skirts. Chairs and individual display stands, an Adam settee, a table for style books, and a telephone stand complete the furnishings.

The two outer walls provide plenty of window lighting for all parts of the department, and garments do not have to be seen in the real light of day.

During the opening days huge bouquets of roses added to the home-like atmosphere, and two large handsome announcement cards, with rose the outstanding color, did excellent work in the street windows. One of these cards is reproduced herewith, giving some idea of the art that was utilized throughout.

Altogether, the store manager, Mr. J. P. Tweddell, has a ready-to-wear department of which he is justly proud, and most of all is he pleased with his very competent sales force of five young ladies, "than whom there are none better," he says.

A NEW YORK LETTER

Spring News Not Yet Fully Divulged, But Palm Beach Demands Much Attention — Many Interesting Things in the Stores.

NEW YORK, December, 1917.—Spring news so far continues scattered and rather uncertain. Some firms are "sure" of certain features, and others are working along very different lines. The present month will no doubt bring out a goodly amount of real information, both for Palm Beach and for our own later Spring season. Meanwhile, I give you the news as I get it, intermingled with Christmas and Winter interests and novelties of the moment.

The stores, of course, are very busy, and the holiday atmosphere prevails. Everywhere a bigger Yuletide trade than ever is expected.

Spring Suits

The short coat for Spring suits will undoubtedly lead, if expressions given by some manufacturers of prestige carry any weight.

"We are now preparing a line of silk and cotton suits for Palm Beach, built on the short, loose box coat principle which we believe will be in vogue for Spring," said one well-known manufacturer.

Advance sketches produced included the slipover and regular open coat effects. One model of the latter type is semi-military, for by cleverly manipulating front and back sections at the shoulders, epaulettes are introduced and fall in line with the armholes.

Belts when put on are arranged so as not to confine, nip or shirr waistlines, but simply are an added, tailored feature.

Soft, large collars are advocated—even some that may be draped, and as for sleeves, one-piece affairs on straight lines are to be featured.

Many of the coats will have vests, not of the pointed bottom waistcoat styles, but straight across the bottom, and more on the order of a plastron.

Tan a Leading Shade

It is thought that tans will be among other leading shades, either plain or in combination when novelty fabrics are used.

There is a cotton gabardine, which this firm intends using, which comes in tan checked with blue hairlines, the background being of changeable nature—a glint of the blue trying to escape through the tan.

Tan tricot trimmed with black satin was also mentioned, and tricots will probably be strong for Spring.

Essentially for sports wear is a heavily knitted silk, produced after a French material.

Tunics and Aprons

As for skirts to these suits, tunic and apron effects on foundations whose width will not prove a hindrance to persons desiring comfort are what is being planned.

However, the narrow ankle line appearance will be maintained.

Much interest has been shown in the Batik neckwear featured by one firm The effects are produced by a mechanical process. This, in some respects, gives more beautiful effects than the original hand-work.

A Novelty for the Soldiers

"Send Sister Susie to your soldier boy," suggest R. H. Macy & Co. in an advertisement, offering a sewing kit, arranged to resemble a grotesque doll. The store describes it as follows:

"It is a sewing kit in the shape of a patriotic doll whose arms are made of white cotton, hands of shoe buttons, and waist of white pearl buttons. A needle threaded with thick khaki thread forms her girdle. Red felt trimmed with business-like safety pins makes a flounce for her needle trimmed skirt. And her khaki gaiters have black buttons. The whole kit folds into a roll of navy blue felt and ties with red, white and blue ribbons." The retail price is 72 cents.

Best & Co. exhibit wraps of cadet blue velvet. A full length cape model is full and shirred to a deep round yoke; broad straight collar of beaver fur. A coat is seven-eighths length, the waist section is made on long straight lines, and finishes at the waistline in a narrow heading, the skirt section is full, the side fullness is caught together on the bottom, the bottom sides are banded with beaver; long beaver collar; beaver cuffs on the long sleeves.

The outside finish for crepe de Chine waists is very smart when made in narrow sash form crossing in front, with ends looped over in the back.



VELOURS AND PLUSH.

An attractive Winter coat made up in green, brown, navy, Burgundy, black, taupe and plum. The back is flared, carrying out the high belt effect. On the novel-shaped pockets are cord tucks of the material. Plush buttons. Made by the Regent Cloak Co., Montreal.

Fur Motor Coats

For motoring a coat of Russian chipmunk has the yellow ground and tiny irregular lines with a shawl collar of skunk. Lining of coat is black satin, with large motifs of green and yellow. Nutria coats are very pleasing. White ermine and black fox form a large cape square in the back; an entire black fox skin goes around the neck; the muff is a square of ermine, a black fox skin over the muff; white satin lining. Mink has been let down this season; it is too high when handsome and too cheap looking if of smaller skins. Kolinsky sells well. Long scarfs are worn thrown over the left shoulder. Stoles are frequently finished with fringe on the ends.

Ribbon Hats Again

Ferle Heller is exhibiting a hat of taupe picot ribbon underfaced with red velvet, the crown is high and tapering, the brim narrow and straight, the ribbon is frayed over the brim, on the right side of the crown are two small beaver balls.

Picot ribbon is mentioned as a good possibility for early Spring. It is to be seen at Palm Beach, of course, first.



PARIS MODEL.

Black serge dress with wool embroidery, patent leather belt. Sent by Drecoll, Paris, to Dry Goods Review.

Show New Worsted Trimmed Blouses

Macy's are showing three new Paris inspired models in worsted trimmed blouses at $8.94.

The color combinations are flesh and gray, white and gray, lavender and purple, maize and brown, gray and navy, white and old blue, lavender and gray.

At B. Altman & Co.'s is a full length coat of white cloth; the waist section is made on straight lines, the skirt section is slightly gathered at the waistline; the long sleeves are cut in with the side seams; broad turnover collar, cuffs and bottom of beaver; the natural waistline is defined with a double string belt.

A tan leather motor coat has collar of Hudson seal and bands of it just showing under leather straps, which confine sleeves at wrists.

There is a pleated plaid skirt shown, with a finger-tip length sports coat of sapphire blue suede.

Pleated godets of jersey in old red tone are the feature of a blue serge suit by Paquin.

Rainy Day Gloves

To-day comes news of a rainy day glove that wilts not neither does it pulp —and yet it fits and wears and looks well and sheds the rain allee samee like Jap umbrella. This will be an innovation for the workers in the open, and should be included in packages for the trenches and the war work all over everywhere.

Spring suits are planned with coats no longer than 22 inches, but with a great many much shorter.

Plastron vests of the type that are straight across the bottom, will be found in many Spring suits.

Silk snowflake crepe, a material in rich high colors subdued by the metallic surface shimmer is being made into separate skirts for Palm Beach.

Shetland scarfs in lacy weaves with borders of Scotch plaids are sold with Scotch tams by a Fifth Avenue sports shop.

Tunic and apron effect skirts on moderately wide foundations are predicted for Spring suit skirts.

Metal brocades are said by the best milliners to be dead by Spring.

Semi "Sports" Garments

Semi-sport clothes are developed in jersey and velvet, as in the case of a one-piece tan jersey dress accompanied by a sleeveless brown velvet jacket, the latter embroidered in tan-colored wool, or a coat-dress of beige jersey with a coat of sapphire blue velvet, belted at the waistline and made with a convertible collar, both belt and collar lined with the jersey and the coat fastened with jersey buttons of medium size.

Knitted sets, consisting of a hat, scarf and bag, are strongly in evidence. One set is crocheted in white wool and finished with knitted flowers in pink and brown and has brown fringe. The brim of the hat is lined with satin and the floral design is repeated against the white woolen crown. Collarettes and cuffs are also knitted in white and trimmed with floral designs.

The feature of a dress from Bernard, offers good suggestions for Spring. It is of wool jersey in beige and dark tan.

The darker tone is made up into a long apron panel effect, back and front; a flat 2-inch sash passes through the panels and ties at the sides. Apron effects in dresses are pronounced in what Spring showings there are at present. This one appears to have been slipped on over the head.

New fitted knee-length combinations have appeared. They are made of flesh pink Witchery crepe with a band of lisle ribbing across the back at the waist. There is dainty edging around arm shields, neck, and at the knees.

Hand-worked Blouses

An advance line of early Spring blouses, it is reported, has been well received by the early buyers in the markets, who specialize on hand-made things. According to their advance orders, the de-



WARM AND LUXURIOUS.

Caracul coat with huge cuffs and the newest collar of taupe fox. Just the style and the furs of which Paris approves. Hat is a dark brown velvet with sable velvet crown.

mand for hand-made blouses for Spring will run entirely to lingerie, batiste being the favored fabric. Predictions at present are also in favor of a heavy suit season for Spring, which will necessitate more blouses than usual.

As a whole, there is little startlingly new about the style and cut of early blouses. Neither the time nor conditions are ripe for pronounced style innovations. The prospective customer seeks daintiness above all else, and the finer the hand work the more she appreciates it. The characteristic note about this collection is its freshness—an appearance gained by the use of pleated ruffles, frills or crisp bows of various sorts.

One blouse is developed in batiste, made with a square collar, finished by a narrow pleated ruffle with a finely hemstitched edge. Turnback revers are in front also frilled, and finished by groups of pearl buttons. Two black bows add to the front a piquant touch, repeated on the cuffs, which are finished by double hemstitched hems.

A Rolling Collar of Filet

A rolling collar of wide real filet lace is the feature of another batiste blouse. The front is folded in four wide tucks and the sleeves are finished by plain hemstitched turnovers.

Flat Revers Crossing in Surplice Fashion

Of French inspiration is another model which has a rounded collar and flat revers crossing in surplice fashion in front. The collar is bordered by a fluted frill, and double rows of frills are on the revers in front, with groups of pin tucks between.

A blouse featuring the same effect has the fichu loose in front, crossing low on the blouse at the waistline, edged with a fluted ruffle. Two ruffles lie at the back of the square collar, and on the turnover cuffs.

A novel idea is a straight frill which hangs down from each side of rolling collar. This is hemstitched and drawn and has cuffs to match.

Tots' Toggerie shows a smart little pongee smock dress with a loose girdle passing under the pleats. It is stitched with brown. Pongee is considered an especially good material for the south for kiddies this season.



FASHIONABLE FROCKS.

A quaint black velvet frock, a chemise frock of black velvet with a rose satin girdle, and a blue serge dress with grey wool embroidery and a knitted grey wool scarf.

OVERALLS

Overalls for Women Were a Success—Larger Orders for 1918—Many Suitable Fancy Fabrics

RETAIL stores are beginning to place their orders for women's overalls for next Spring and Summer. Buyers feel that these garments were only introduced last season and that 1918 will see a real lively demand for them. Mail orders are coming in already from many sources. In talking to one of the large Toronto buyers DRY GOODS REVIEW was told that the sale of women's overalls last Spring and Summer was a success and that very much larger orders are being placed for next season. That constantly new orders are coming from munition workers; bigger demands are being anticipated also from fruit growers, farm workers and for house work. Of the styles brought out last season the one-piece garments having shoulder straps and bib for wearing over light weight blouses were found most successful. The two-piece styles in the heavy materials were found to be too hot and bulky to be liked in Summer heat.

Greater variety is to be had in the latest ranges. Fancy wash cottons, chambrays, checked and plaid ginghams will be strong features and these will have a really attractive appearance. "We learned several things from last season's advertising," said the buyer referred to, "and that is going to make much larger business in these lines next year."

BATHING SUITS

Many Novel Touches Still Coming Out for Next Summer—Beach Capes Increasing in Demand—Knitted Suits Popular.

BATHING suits are selling rapidly for 1918. There are scores of novel touches to them and a number of interesting features. In fabrics lustre, silks, satin and the other familiar weaves prevail but it is the cut and trimming which re-instates them for 1918. For instance, one black suit has a band of Paddy green covering the hem which is turned on the right side of the goods; at the top of this band is a 1½-inch frill sitting upward. The bloomers are finished with a green ruffle also. Another suit has a camisole top having wide straight bands over the shoulders with no other collar or sleeve. The Tuxedo collar is well represented in various color fancies, with both square and V-necks and centre and side fastening. Bands of blue sateen with small white stars in all over effect were used, also a great deal of canary in combination with black, navy and purple. A model in black and white ½-inch stripe material had black bands and canary binding in a very striking style. It was in smock style with loose belt slipping through at intervals. For these middy and slip-over styles one firm is making a range of separate bloomers trimmed to match. These

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PLANS ADOPTED FOR CONSERVATION OF WOOL

Recommendations of Wool Conservation Committee—Yardage of Woolen Fabrics in Women's Outer Apparel Limited To 4½ Yards—Use of More Silk, Satin and Cotton Advised.

NEW YORK, Nov. 28, 1917.—All branches of the women's wear trades were represented at the meeting called by the Wool Conservation Committee to-day at the Waldorf-Astoria. During the past two weeks much discussion and real thought has been put into the matter of how best the trades could serve the interests of the country in the present crisis. Therefore, voluntarily and unanimously the recommendations of the committee of manufacturers, retailers, designers and others concerned were adopted. The following very important paragraphs constitute briefly the main points emphasized by the various speakers at the meeting, and every point will no doubt be found of as vital concern to manufacturers, retailers and others of the trade in Canada as in the United States:

"While there may be enough wool on hand for present needs, the estimated consumption will exhaust the supply by the fall of 1918. Still further, there is the obvious necessity for accumulating a surplus or reserve stock, both for governmental and civilian use, as a safeguard against future emergencies."

"Complaints were heard when the Government ordered the elimination of belts from overcoats and suit coats, but not a single complaint was heard from a manufacturer of clothing that the elimination of the belt or other style features has hurt business. In fact, 'Spring business has been excellent—surprisingly good whether it is easily accounted for or not. We deem it a privilege as well as a duty to serve the Government.'"

"We must use more ingenuity and more skill now than ever in making women's garments. It is not to make the women of the country dress all alike."

"Simplicity should be the slogan of the industry—that garments should be made with the elimination of extravagant ornamentation; simplicity makes room for individualism. Obstacles increase the possibilities of individualism."

"Our prinicipal function in the Commercial Economy Board is to keep out, in so far as possible, the non-essential uses of men or materials or equipment; to force the business world to a forehanded consideration of the needs rapidly coming upon us, and to do this on a basis of voluntary co-operation."

"There are not three men in this room with the same kind of material in their suits; and that is an unnecessary waste."

"Small savings are vital. It is not possible at any one point to save 50,000 yards of woolen materials, but it is the small savings that are wanted that mount into large figures in the aggregate."

"We have got to compete now in the sense of competition in arms against an efficient autocracy."

"The Government officials will make clear the need of the great social group and will leave the administrative part to the voluntary action of a group, such as is represented here and represented dozens of other times all over the country."

"Our principal object of to-day is the elimination of the least essential goods, of the least essential uses of goods, of the least essential processes or parts of processes, because our need in the country is so great that we cannot carry on the unusual practices and carry on a successful war at the same time."

One speaker branded the excessive returns to the department and other stores as a "luxurious outgrowth of competition for service," and stated that people must be made to think—to think to-day of to-morrow's needs.

"Why is it necessary to ask the trades to conserve woolen materials? Why can't the high prices that are likely to prevail control the situation and limit consumption? Because all consumers do not have equal purchasing ability, and if high prices are to control, it will deprive the poor of the chance to have any wool and afford scarcely any restriction upon the rich. People who can afford what they want are likely to have a special satisfaction in buying a thing when it is high priced, so that all the conserving would be done by the poor."

"Out of the war must come a new social principle and we must have a new birth of the spirit of service. The old



NILE GREEN TAFFETA AND LACE.

This type of dance frock is a good seller this year—dainty, simple and, withal, stylish with its graceful bustle drape, silk net sleeves, and soft front-crossing girdle. Made by Bolsby Manufacturing Co.

spirit of service of our pioneer ancestors must again light up our minds so that we can never quite lose it again. We must look at our problems to-day, first in the light of what the country needs, and second how it will affect us."

"Don't fall into the mistake of saying: 'Blessed if I'll save this, if he doesn't save that.' If the other fellow doesn't save, it is twice as necessary that you save and the burdens of the war will not fall evenly on all."

The Recommendations

Following is the text of the recommendations unanimously adopted:

"That while in the past it has been the practice of the trade to use from 3½ to eight yards of 54-inch woolen materials in the making of women's coats, suits and dresses, it is advisable that in order to meet the requirements of the Government an endeavor be made by the various branches of the garment trade, collectively and individually, **to effect a minimum saving of at least 25 per cent. of woolen materials used in the manufacture of all classes of women's, misses' and children's outer garments,** and

"That an endeavor be made to have garment manufacturers advocate the freer use of other materials than those composed wholly or in part of wool, and that wherever possible **other fabrics, such as silk, cotton, etc., be combined with woolen materials** in the manufacture of women's, misses' and children's coats, suits and dresses, and that they use their influence in advertising and exhibiting to popularize the use of these other materials, and

"That they agree to make garments of a definite character, **featuring the slim silhouette,** and

"That an endeavor be made to confine the making of coats, suits and dresses to three yards of woolen materials based on a width of 54 inches, **and in no event more than 4½ yards,** and

"That the different branches of the industry use whatever influence they may possess to facilitate this saving until the Government no longer deems it necessary to conserve wool.

"Therefore, be it resolved that we, the garment manufacturers, jobbers, retailers, dressmakers, importers, model houses, tailors, mail order houses, pattern makers, fashion publications and others, in convention assembled at the Waldorf-Astoria, November 27, 1917, do hereby approve and adopt these recommendations, and in support thereof do pledge our best efforts to co-operate in letter and spirit with the provisions of these recommendations to assist the efforts of the Government to conserve wool as an important measure toward the successful prosecution of the war."

FIRST SUITS FOR SPRING

Many Changes From Styles of a Year Ago—Tailored Fashions Lead—Grey, Fawn and Blue the Popular Colors.

WHETHER the Spring of 1918 is to see a predominance of coats or of suits is difficult to say. In fact any statements on one side or the other are but opinions. The Spring always is considered a suit season and doubtless the present interest in suits will continue for some time. On the other hand coats, too, are creating interest to such an extent that practically all the manufacturers are counting on a good sale of both types of garment. "There are so many little Fords in the country that coats are a necessity," said one of the best known manufacturers. A suit, a dress and a coat will no doubt be considered as indispensable by the average consumer, for her Spring trousseau —perhaps a coat and dress early with a silk suit to follow, or else a cloth suit first with a light weight coat and dainty dress later on, and perhaps a wash suit again for the warm weather, but that is far ahead at present.



SPRING MIDDY

Type of popular middy for next season. This one is of Palm Beach cloth, wet sand color, with deep rose or blue trimmings. Long belt is rose at back, sand in front, buttons of rose, rose band at back of collar. From F. G. Roe, Montreal.

Tailored Models Prevail

The suits offered for Spring are out in goodly numbers, however, and are distinctly different from those of a year ago. While they still bring out the slender willowy silhouette they are of a noticeably more tailored type than last year. Almost none of the fancy and contrasting stitching is to be seen and perhaps once in two or three ranges of samples does embroidery creep in. Covered buttons or buttons matching the tone of the suit and silk collars constitute about the only lines of trimmings allowed.

Suit coats are plain above the waist and usually slightly fitted to the figure; below the waist are ripples, points, panels cut higher or lower than the hem of the coat and sometimes an inverted pleat or two in the panels. The points are of a graceful length and appear at front, side-front or sides, rarely, if ever, in the back. A favorite style has the front of the coat extending into long side points but at the side seam a direct curve upward towards the back runs into smart ripples. This style is by no means a bustle but is perhaps an outcome of the bustle inspiration. The back ripples are very wearable in a smart Spring suit, at any rate.

Vest Styles Provide Novelty

Where panels are used at the sides they are frequently cut straight across, whether short or long. In front they are liked in pointed effect shorter than the hem of the coat, suggesting a vest effect. A great many of the most original and most attractive Spring suits make use of the vest idea to "tone up" the front of tailored suit—and indeed the vest is quite a feature of Spring for it is shown in dresses and blouses as well as suits.

Some of the newest suits arrived from Paris have the jackets cut in straight loose box effects and very clever they are. Not many of this type have been made up by Canadian manufacturers so far but there is favorable mention of the style and we may look for some models along that line shortly. Suit coat lengths will vary from 22 to 28 inches, with favor hovering mostly around 26 inches.

The Collar Feature

Collars are distinctly different from those featured on Spring 1917 coats. The new ones are of the shawl type, softly rolled and frequently topped by a separate, slightly smaller collar of attractive silk either plain or fancy. In some cases the collar, whether single or double is cut rather wide and then draped at the back into a narrower effect. These shawl collars are long and narrowing in front ending in surplice fashion. One very pretty suit in dark green had a white broadcloth collar with one of fancy checked silk on top in grey and green tones. Cuffs to match these smart collars are also shown. One sand colored gabardine suit had a top collar and turn-back cuffs of dull blue and

sand checked silk which were effective.

The New Pockets

Pockets will be shown on many of the new suits but like the collars they will be of a much more tailored style than those of last Spring. There are no more of the huge baggy pockets. The newer ones are smaller, flat and usually set into the coat. The suits which show a military tendency will have flaps on the pockets but the more dressy styles will show the curved slit neatly bound, stitched, or braided with arrow corners.

Suit Skirts

Like the suit skirts of this Fall, Spring styles will continue plain and tailored looking. Pleats are perhaps fewer than for a couple of seasons but where they are used they are pressed in closely to effect the very narrow skirt. The actual width of skirts will vary from 1¾ to 2 yards though many will be made for the more conservative trade in a 2¼ yard width. Two yards will probably be the average.

Lines are still very straight. A few gathers across the back, inset pockets and at times an original loose yoke cut will be allowed where the allowance of material is not used up otherwise. There is no indication of any change in the average length of suit skirts. A boot-top length or an inch below will be considered good but shorter and perhaps some longer will be preferred according to the taste of the purchaser.

The Popular Colors

Manufacturers all place the putty shades, ranges of greys and fawns, as Spring colors. It is rather unfortunate, however, that these "elusive" shades (as one manufacturer termed them) cannot be depended upon. It seems almost impossible to procure a fabric in them which will not take on a pink tinge when they hobnob with the sunbeams.

Navy of course will be worn in its usual numbers. Some of the livelier shades will be chosen again also. Peacock blue and Pekin blue may almost be classed with greys and fawns in point of numbers. Plum, some Burgundy, myrtle green, tan, heather, smoke and taupe will be among "those present" also.

The Fabrics

The range of wool fabrics offers little new in the way of weave. One firm is banking strongly on tricotine, another on gabardine, another on light weight velours. Poplin, serge and broadcloth will also be liked just to whatever extent they are obtainable.

Silks, of course, are being banked upon for the later Spring. Taffetas, poplins, failles, satin and fancies are all considered good prospects but it is a little early to know definitely any details concerning them. A good demand for plain colors in the tones already mentioned is being anticipated and no doubt the fine grades of fancy silks will find effective places in the new collars, vests and other accessory items.

Wool is Already Conserved

"Will the new recommendations adopted limiting the yardage to 4½ yards affect the styles as now adopted by Canadian manufacturers?" DRY GOODS REVIEW enquired of a number of Toronto houses. The replies were in the negative. In almost no instances of the Spring models already out has that amount of goods been used, they say. Especially for Spring when suits are trig and jackets short rarely is there more than four yards used in a suit. The regulation may affect some of the copies which might be made of imported models but that does not concern the trade in general.



A SPRING MODEL

One of the smart tailored suits characteristic of early Spring styles. The material is myrtle green Delhi cloth—a species for the top collar and the jacket is lined for the top-collar and the jacket is lined with white satin. From the J. & G. Garment Mfg. Co.

DRESSES SECURE FOR SPRING

Straight Lines, Back Drapes, Tailored Effects and Vests, Features of Spring Models—Paris Influence Coming

The fascination of the one-piece dress seems to be in no way waning. Both manufacturers of coats and those prejudiced to suits are ready to concede the firm establishment of the dress in present and in 1918 fashions. Because of the firm and steady demand for a nice grade of dress new models are being brought out every day so that practically no repeat orders have been coming in this Fall. Buyers all over are asking for "something different" and several manufacturers who gained their reputation on other lines are now making dresses. Their first samples are not for Spring alone either; they are producing goods to meet the demands of the hour

Straight Lines and Back Drapes

Models in both strictly straight lines and in modified bustle designs are being produced. The straight lines invade both street and drawing room while the back draped models are restricted so far to the narrow realm of drawing-room and ball-room. Straight lines continue, too, in all fabrics while the back draped models are usually worked up in silks and velvets. "If people would not call them 'bustles' the back drapes would be taken up more quickly," said a Toronto buyer. "Women have a horror of going in for anything that might lead to those awful crinolines."

Velvet gowns do not yet create the furore in Canada which they do in New York but it is the opinion of some buyers that this vogue for velvet gowns is going to grow still stronger in New York possibly as a result of the shortage of wool and in that case Canada will be eager to don velvets by the time the next cold season arrives.

Meanwhile gowns of serge, satin, wool jersey, taffeta, Georgette and crepe de Chine are exceedingly popular and to be had in hosts of variations. The straight loose lines, some with side drapes, tunics, loose panels or aprons, narrow in effect, and in clever combinations, are worn extensively and will be carried on into the Spring styles. Scores of the newest models have adopted the shawl collar in the prevailing neckwear fabrics—white satin, and the heavier materials, crepella, petuna cloth, Sammy cloth and broadcloth; also fancy and moire silks. Vestees of net and Georgette are also very acceptable.

Vests a Spring Feature

The one really Spring feature that appears to be developing in gowns is the vest. The vest of course never accompanies any but tailored styles and those are considered the leaders for Spring both in silks and cloths. "There will not even be any of the soft crush girdles. Everything will be flat and straight," predicted one leading manufacturer to DRY GOODS REVIEW.

As with suits there will probably be only tailored trimmings, fewer pleats



LACES ARE POPULAR.

Ivory filet lace brings this white Georgette blouse right up to the minute. A touch of color is supplied in the hand-embroidered dots and dashes of old rose silk. The dashes are outlined with steel beads. Made by the Helena Costume Co., London.

than have been and skirts not exceeding two yards, as a rule. Some models are utilizing a good deal of braid, some wool embroidery or an applique or so of colored silk. This absence of quantities of trimming, however, results in some extremely attractive garments and allows the good materials to show to advantage.

Prospects Good For Spring

"High priced garments of all kinds will continue to sell during the Spring," said a manufacturer who is thoroughly familiar with both retail and manufacturing conditions. "The apprehensions that seemed afloat a few weeks ago are almost all dispelled. Difficulties of production are no less but there is prosperity everywhere—good crops in the country and huge new munition orders coming from the States to the cities. There is nothing else for it but boom until the end of the war is in sight." And just here he slipped in a bit of advice to buyers for other departments than ready-to-wear. "Merchants ought not to sacrifice anything of a staple nature," he said, "only merchandise whose value is in its style may be disposed of to advantage now."

Paris Models on the Way

Then, reverting to the matter of fashions, he concluded, "Paris after all determines our fashions yet. New York is at sea until the Paris models come. These have to be modified and re-modified of course before they are practical for Canadian trade. The first new models for Spring are on their way to New York now. Real Spring news will not be out until well on in December and January. At present Paris is making some long suit coats, close fitting at the waist; plain above and full below. Otherwise straight lines prevail."

COATS

Straight Lines and Fulness in Separate Coats for Spring—Shawl Collar Established—Lively Colors Appear With Greys, Blues and Tans

The new season's separate coats have a style quite independent of the Spring suits. Coats adhere strictly to long straight lines, very straight lines (if one may qualify such a term), and are noticeably loose. Where slimness is characteristic of the suit hem, fulness is rather a feature of the coat hem. Sleeves are bulky usually; cuffs wide; belts and girdles are used but not in the least to confine the coat to the lines of the figure. Some of the coats even flare slightly from shoulder to hem. Flat pockets of fairly generous proportions or else inset pockets are to be found on most models.

Shawl Collars Accepted

The one feature that is common to suits and coats is the shawl collar. Draped effects with surplice fastening and separate top collars and cuffs of plain or fancy silk in white, same or contrasting colors, are as general on new coat models as with suits. Vest effects, too, are to be seen in coats but they are not so easily adaptable to a coat proper, especially when the coat is very loose, as they are to other garments. Possibly with these loose coats the separate vest will be worn. Many models, however, are shown with a vest peering from behind the edges of the coat and when it is made of the same fancy silk or other material of which the draped collar is made the style is both new and attractive.

Lengths and Materials Unchanged

Coat lengths continue about as they have been, with few shorter than 40 inches. From 40 to 48 inches are the popular lengths. Materials being used are the same as those mentioned for suits. In fact "we use and sell whatever we can get" is a remark for which more than one manufacturer is responsible. Serge, poplin, velours, tricotine and some wool jersey are the fabrics noted so far.

Bright Colors for Coats

Coats take perhaps a little more liberty with colors than do suits. Many models are developed in the navy, grey, tan and Pekin blue shades, of course, but there will be a fair showing of the bright colorings which were worn this year. Deep old rose, mustard, gold, cerise, emerald, Paddy, duck, mallow and heather will all add a lively bit of color to Spring toggery.

The long cape effects have absolutely no consideration apart from raincoats in the Spring output even though they might prove more adaptable to Spring wear than to Fall when they were brought out last. Manufacturers do not seem to be taking any chances with the things they are featuring for Spring. Indeed, so cautious are some that they have not yet produced more than a few odd samples. This month of December will, however, see a fairly complete development of all ranges of early Spring garments. Supplements will come out later of course but those that will appear within the next three weeks ought to be reliable authority for Spring fashions and there is every indication just now that no radical departures will be made from the style tendencies here described.

Sports Or Not Sports?

The term "sports" has almost dropped out of the vocabulary of manufacturers of wearing apparel, notwithstanding the flourishing condition of garments "for out-door events." The type of costume which is practical and interesting and cheery in its color scheme will no doubt be popular throughout the seasons which most people like to spend outside. Games and Summer resorts will be pat-

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TRIPLE INVENTORY AS AN AID TO CLEAN STOCK

Method of Classifying Stock According to Date of Purchase Provides a Check Against Accumulating Old Stocks—Interim Reports as to How Reduction of Old Stock is Progressing.

AS the period is approaching for the annual stock-taking, DRY GOODS REVIEW would like to urge on the merchants of Canada that they make a distinction between the goods that were bought for the Fall and Winter selling and those that went into stock for last Spring, or it may be for the Fall and Winter of 1916, as one of the most effective aids to keeping one's stock cleaned up.

The reply from many to this would be, obviously: "Yes, but the woolens and the linens we bought one year ago, though still unsold, are worth far more than the goods we are buying now. Why, we cannot duplicate the quality of this serge for less than 75c a yard more; and as for this line of cashmere hose—well, there's nothing in sight can touch them for less than $3.50 a dozen more. The argument holds, perhaps, in normal times, but what's the use of distinguishing nowadays between the new goods and those of the season before, or two seasons ago, if we are lucky enough to have any of the fine old stuff of those days on hand?"

The trite saying you've heard before is answer sufficient to this: "Goods are not bought to hang on the shelves; you are losing money unless you get them out; you never make profit until the goods are sold and paid for." And it may be added: "You never know when those goods you are cherishing (because they are fine quality and you bought them away down) may not take a tumble with the rest of the market."

Now, to go on with the subject.

Using Three Colored Slips

There is a store in Canada that marks all the goods that were bought within the six months preceding the taking of stock on a WHITE slip; all the goods that were taken into stock in the preceding six months on a BLUE, and all stocks that are older than this on a PINK. This separate slip system might be considered too troublesome for the average store (particularly as some might get lost), so the DRY GOODS REVIEW hunted for another that had worked successfully, and this is how it is planned:

When new stock comes in it is marked by a number that shows the six months in which it was bought. Suppose that in the six months from February 1 of 1916 to July 31 there were 35,000 invoices came in, the goods of the first invoice would be marked 100,000; in the second lot, 100,001; third lot, 100,002, and so on. The last lot would be 134,999. Then the first shipment received after July 31 would go on and be marked 135,000; and if there were 31,243 this next six months, the last one received by January 31, 1917, would bear on the pin ticket or other mark the number 166,242. All the goods bought the next six months would be numbered in order from 166,243, say, to 197,618, and goods coming into stock after July 31, 1917, up to January 31, 1918, would run from 197,619, say, to 218,942.

In other words, the invoice number on each line indicates the period when it was bought, as follows:

Numbers	Time Bought
100,000 to 134,999	Feb. 1-July 31, 1916
135,000 to 166,242	Aug. 1, '16-Jan. 31, '17
166,243 to 197,618	Feb. 1-July 31, 1917
197,619 to 218,942	Aug. 1, '17-Jan. 31, '18

There are other methods of indicating the time the goods were bought, such as calling one season A, the next B, and so on. The particular device is immaterial; the important part is to know by a glance at the ticket just when the goods arrived.

No. 1, No. 2, and No. 3

This leads to the point where in stock-taking the goods may be divided into three sections: No. 1—lines bought within the last six months; No. 2—bought within the previous six months; No. 3—all goods that have been in stock one year or more.

The theory for selling, as this store applies it, is that lines No. 2 and 3 should be watched very carefully, and no matter what the "special value" they may possess now, they must be got rid of as speedily as possible. And the only way to make sure of getting rid of them is to EARMARK them in some way, and not mix them up with the new stock.

When stock is being taken, then, the invoice number on the goods should be marked down also with each item in the stock sheets, as, for instance:

Dept. A—Section B.

123,918—	6 yards	@	$1.75	.....
138,421—	35 yards	@	$2.25	.....
184,269—	17 yards	@	38c.	.....
198,314—	118 yards	@	18c.	.....

When this slip goes to the general office the clerks know by the number itself when the goods were bought and would classify them as follows:

Dept. A, Section B.

	No. 1	No. 2	No. 3
123,918	.....	.....	$10.50
138,421	.....	.....	78.75
184,269	.....	$6.46	.....
198,314	$21.24	.....	.....

Invoice Number Tells Time of Purchase

The first two items were set under "No. 3," because they were bought more than a year ago; the third as "No. 2," because bought between 6 months and a year before stock-taking on February 1, 1918, and the fourth was set under No 1, because it came into stock in the last six months. It should be noted that the actual invoice numbers on the goods indicated to anyone working on them, manager, sales clerks, or office staff, what class, 1, 2 or 3, the goods belonged to, no matter whether they were dress goods ready to wear, boots and shoes, accessories, etc.

Nor should it be implied that this division entails much extra work. There is room on the original sheet for the invoice numbers, quantity and price, and also for the three columns, 1, 2 and 3, and the clerk who makes the "extensions" would classify the amounts as 1, 2 or 3 at the same time.

Two Reasons for System

There are two main reasons for subdividing the stock at the time of the annual or semi-annual inventory—one because it enables the proprietor to know better how the turnover is working out, and whether old stock is being allowed to accumulate. Another is, in order to follow up this stock in the months following the inventory, in order to see that it is moving out sufficiently.

Distinguish Old and New Goods

One department may have a total stock of $5,000, which may appear not too large as a total, but $5,000 may be No. 2 and No. 3 stock, and only $2,000 worth may be new. The "1, 2, 3" plan shows the relative "age" of the stock at a glance. If the No. 2's and No. 3's predominate (and ordinarily they should not) there must be a determined effort to reduce it, and to do so regularly. It may be necessary to chop down the selling price; if so, the reduction must come at all costs.

Helps Increased Turnover

One store that looks after the "old" stock with such an eagle eye that it is cut down to 10 per cent. frequently within 6 months is able to "turn" its stock 3, 4 and 4½ times in a year, where the average store is content—and must be content with top-heavy stocks—with 2 or 2½ times. This store follows out the cleaning up of this old stock in a most searching manner. And in a most practical way. It simply requires the heads of departments to put down on paper, every two weeks, exactly how much of No. 2 and 3 stock they had on Feb. 1, Feb. 15, March 1, March 15, and so on. That is a deadly way of testing whether the old stock is moving.

Must Cut from $7,220 to $1,500

More than that. If No. 2 stock is valued at $3,980 on Feb. 1, at stock taking, and No. 3 stock at $3,240, or a total for the two of $7,220, a maximum is set for that stock at the end of six months, August 1—it must be cut down to $1,500! No guessing about it: an absolute mark to work for. This is a method absolutely definite and clear cut that probably has not been attempted by more

than a handful of stores in Canada. It will pay all to look into this plan, as a "dead sure" means of reaching the desired end.

The bi-weekly reports would read somewhat as follows:

Stock Reduction Sheet
Dept. A., Section B.
No. 2

Lines	Feb. 1	Feb. 15	June 2
.....	$746	$674	$325
.....	328	291	178
.....	970	895	740
.....	2,185	1,974	1,176
Total	$4,229	$3,834	$2,419

Limit for 2 and 3 by Aug. 1.....$2,500

No. 3

Lines	Feb. 1	Feb. 15	June 2	Aug. 1
.....				
.....				
.....				
	$3,648	$2,952	$1,439	.

This record of No. 2 and No. 3 stocks in Dept. A, Section B, say dress goods silk section, shows that at the time of stock-taking, Feb. 1, 1917, there were $4,229 worth of goods bought between Feb. 1, 1916, and July 31, 1916, and $3,-648 worth bought before Feb. 1, 1916, or a total of $7,877. The stock may have been good value, but the management said to the buyer: "You must reduce that total stock 2 and 3 from $7,877 to $2,-500 by Aug. 1, 1917." This amount goes down in red ink to stand out as a headlight.

Cutting Down the Old Stock

The interim reports show just how this process of stock reduction is proceeding. It will be noticed that No. 2 has been cut down from $4,229 to $2,419 between Feb. 1 and June 2; while No. 3 has gone even better, from $3,648 to $1,-439. The total on June 2 is $3,858, a reduction of over $4,000, but it must still be cut down $1,358 to satisfy the "boss." To do so the buyer still has two months, June and July.

In some cases a DRY GOODS REVIEW representative found that the store's figure (red ink) had been reached weeks before the time set. However, it turned out the buyer and the proprietor (or merchandise manager) knew at any time just how much progress was being made towards a reasonably clean stock: if the total was being reduced too slowly, then heroic measures might become necessary. If it was being sold at a fair price the store was making money: if it was "sticking"; well the sooner it was cleaned the better for the store. In other words, what earthly advantage was there to hang on to that old stock? It will be readily seen that when Aug. 1 arrived (for the half-yearly stock-taking perhaps) No. 2 and No. 3 stock became merged as a new No. 3 stock; the former No. 1 stock became No. 2 stock; and there was a new No. 1 stock,—what had come in during the six months between Feb. 1 and Aug. 1.

Inventory Every Month or Quarterly?

It may be objected here,—and with much reason—that this method of insisting on "progress" reports from each department, showing how stocks are being cut down every two weeks, involves 26 stock-takings in a year. Very true, and DRY GOODS REVIEW does not advocate this for the average store,—although 26 operations of this nature would be one hundred times milder a tonic for many stores, than an absolute ignorance of the quantity and character of the stock such as is so lamentably common a condition.

If not every two weeks, some stores could arrange for once a month; others, (and all the rest) for a quarterly index of stock. It will repay the extra work a hundredfold. As a matter of fact in a well regulated store stock-taking is not an onerous matter; the manager of a large shoe department has his goods located and classified so carefully that in two hours his staff can complete an inventory of every shoe on the shelves.

There are other advantageous points about the method outlined above that will be amplified in next month's issue, such as a checking up of the valuations a buyer puts on his stock, especially No. 2 and No. 3, to see how much he has to reduce that stock before it is sold, whether it is depreciated 1, or 2, or 3 or 5 or more per cent.

First Mark With Invoice Number

The first essential for next month's stock-taking is to decide on a plan for marking your stock so as to indicate when it was bought. If this has not been done in the past, a start should be made on Feb. 1, or whenever your fiscal year begins. For convenience the items in the first invoice could be marked 1,-000, and the invoice given the same number; the next 1,001, and so on. For most stores it would be several years before 9,999 was reached. Then start over again at 1,000. Perhaps the first six months you would go up to 1,379, and 1,380 would begin the next half year's purchases. It is obvious that six months is a natural division as then you get the rough divisions of buying Fall and Spring. An additional advantage, of course, is that, when the goods received and the invoices alike are numbered consecutively, you can turn up at any time your invoice book to find all particulars about any line, say 1,268: you bought it from so and so; maker's number 341, cost, etc. You would likewise know how many you bought at that time. Further points about this stock-taking and stock-tracing method will appear in later issues of DRY GOODS REVIEW.

ALWAYS 100 PER CENT. QUALITY

McKenzie & Company, general merchants, Thedford, Ont., write—"We would say for the DRY GOODS REVIEW:

"That it pays for itself many times during the year. It keeps you posted in the most concise form of the market value of your everyday requirements.

"We consider DRY GOODS REVIEW has been helpful in many ways especially when we have passed it on to our clerks. It helps them to get ideas on window trimming and show card writing which all means business.

"As the years roll around we notice DRY GOODS REVIEW is always 100 per cent. quality."

OBITUARY

Information has been received of the death of Sec.-Lieut. Cecil J. Beacham, of the Worcestershire Regiment, who was killed in action on October 9. Lieut. Beacham, a Redditch man, volunteered for service when in Canada, and was at first attached to the Artists' Rifles, O. T.C. He was at once sent to France, where he received his training, and was



SEC. LIEUT. BEACHAM

gazetted in June. He was the third son of the late Mr. Arthur Beacham (formerly of Moseley) and Mrs. Beacham, Ipsley Mount, Redditch. He was 34 years of age and unmarried, and was educated at Alvechurch Grammar School and Wycliffe College, Stonehouse, Gloucestershire. He was widely known in commercial circles, having travelled extensively abroad as the representative of Messrs. Abel Morrall, Ltd., needle manufacturers, Redditch; Messrs. Newey Brothers, Birmingham; Messrs. F and H. Ayres, sporting goods manufacturers, London. He had established a large connection in Canada. He was a member of the Seymour Lodge of Freemasons, Redditch, and the Redditch Golf Club. A brother is in the Royal Garrison Artillery.

TRADE NOTES

R. L. Baker & Co., hosiery and underwear manufacturers, Toronto, Ont., suffered damage by smoke and water.

H. W. Smith Co., Ltd., wholesale millinery, Toronto, suffered loss by smoke and water.

George Williamson & Co. of Bradford, England, manufacturers of dress, costume and men's serges, have removed from their premises in Drake St., Thornton Road, and 12 Hall Ings, to No. 49 Hall Ings, lately tenanted by Messrs. Jonas Sharpe & Son, Ltd.

Mr. George Croll of Jno. Burnett & Co., Ltd., is in New York on a business trip. He will make the Waldorf Hotel, New York, his headquarters while on this side of the Atlantic.

The Carpenter-Morton Co. are offering prizes for attractive window displays during Colorite week, March 25 to 31, 1918. A Ford automobile is the first prize and there are also a number of others.

SOME CHRISTMAS METHODS IN MONTREAL STORES

Santa Claus, With Various Introductions—From the "Valley of the Deep Snow Drifts" An Autograph Photograph—Featuring a Two-day Christmas Sale— "Remember the Little Folks First"—Illuminated Red Cones and Circles as Decorations.

IT is not often that a dry goods store can use the same vehicle for publicity twice in three days and have it fit in appropriately, but Almy's of Montreal were fortunate enough to stage the "Arrival of Santa Claus" on a Saturday afternoon, and to have the parade for the Victory Loan run off the following Monday. The result was that the huge float whereon Santa appeared for the children, was able to do duty in the parade, with its sides decked out with announcements of what Almy's had done in the purchase of the silver bullets. An illustration of this that appears herewith shows how the transformation was brought about.

The Saturday event was acclaimed by thousands of children and their mothers along some of the most traversed streets of the city. Santa was drawn by horses, as it was explained that his reindeer had been left at a point one hundred miles north of the city, and therefore that much nearer the North Pole for the return journey, presumably. He was preceded by cowboys and scouts, gayly adorned, and two bands fore and aft, and a throng of admiring children accompanied him. Thenceforth the store to those children and others by the hundred or thousand who heard of the event became the personification of Santa Claus, who was at home for the rest of the time up to Christmas at certain hours of the day, when he became the confidant of many a deep cherished desire.

Valley of Deep Snow Drifts

Apart altogether from the arrival of Santa Claus, there was some clever publicity in advance. For instance in the Saturday paper of one week before appeared a despatch, a "wireless," from the "Valley of the Deep Snow Drifts." Some selections from this wireless, which appeared in a prominent form in the regular advertisement of the firm, will be of interest. The message started off:

> Reindeer traveling as fast as possible. Snow very deep; sleigh very heavy. Two teddy bears have frozen ears, and one big wax doll is suffering from a frosted nose. They would peek out to see what was going on. We are traveling day and night, stopping only to eat and rest a bit in the huts of the Eskimos. . . . My very nicest hobby horse nearly galloped away this morning. Wouldn't that have been too bad?. . . . I'll soon be with you. We all expect to get to Almy's," etc.

That sort of thing, repeated in various forms in the newspaper notices for the next week, kept the children on tiptoe.

Autograph Photo of Santa

With that marvelous quality of ubiquity, Santa Claus also is being featured strongly at Goodwin's where there is an exceptionally complete and well conducted toy department all the year. One of the stunts that is being tried out this year is a notice that Santa Claus will reply on an autographed photograph to your letter, if it has in it what your name is and where you live.

> "Maybe you had better tell him what is the color of your eyes (that is what the artists would call local color)."
>
> "And, of course, be sure to write on the envelope:
>
> "Santa Claus
> "At Goodwin's, Limited,
> "Montreal."

This notice appeared in the advertisements of the week preceding Dec. 1, in a heavy border with heavy type and these words in old script: "Know all children by these presents."



The huge float as it was used during the Victory Bond procession.

Two-day Christmas Sale

A very successful feature of the Murphy store in Montreal this year, one that has worked out well before, was a two-day Christmas Sale, on Nov. 30 and Dec. 1. All over the store were special price tickets in green and red announcing the special values for each day. This is now a recognized annual event with this store, and it has been found that it results in drawing special attention to the Christmas offerings of the store just at the time when the public can be stimulated to do Christmas buying.

But, behind this sale, there had been careful planning. A booklet was issued, and distributed under the supervision of the delivery men of the store, in order to insure that they would not be wasted. This was printed in green and red ink on the cover pages, with a holly border in colors, making an attractive introduction. The cover page read as follows:

Murphy's Two-Day Christmas Sale,
Friday, Nov. 30: Saturday, Dec. 1.

Bargains in

Practical Christmas Gifts
as well as in Wearing Apparel
for Women, Boys and Girls
at

Extraordinary Prices.

The John Murphy Company, Limited.

At the top of each page was a line: "Murphy's Two-Day Christmas Sale," and underneath a variety of catchy selling phrases, such as "Of all absolutely new merchandise," "These Specials are for Friday only," etc.

Limited To One Day Only

The booklet was divided into parts, the first being notices of lines that were on sale on Friday only, and the latter part covering Saturday. It had been found that when there was a distinction between the offerings for the two days that the interest was kept up far more on the second day. Usually there is enough offered for the first day to be cleaned up on that day, and the prices and goods are not repeated. Nothing offered at a special price for Saturday can be secured on the first day either. A notice in big type occurs on page 12, "Saturday's Specials Commence on Page 14." On page 14 is a word in large black face type, "Saturdays," with "Specials Start Here" following. The notices from the different departments show the prices prominently and are well illustrated, with special offerings in borders, or in larger type to throw them out prominently.

On the back page, in two colors, is an announcement of the "Christmas Bazaar and Doll Town."

Christmas Bazaar

This is held on the third floor and is fitted up with special booths for dolls and a few lines of toys (for there is no attempt to stock up on all lines) handkerchiefs, and other Christmas lines of a fancy nature. The decorations conform to this. It should be noted that the price ticket occupies a prominent place: nearly all the dolls are grouped according to prices. There is an attractive card used for prices, in red and green, with a heading, "Christmas Show, Toys, Dolls and Games." At the bottom is an entreating caption, "Remember the Little Folks First."



POPULAR WASH FROCKS FOR LITTLE GIRLS

At left, two ideas in Copenhagen blue with white trimming, from A. W. Binnie & Co. Ciel blue and white, and pink and white are combined in the two frocks at the right. The collars are particularly smart. These are made by H. L. Watts, Ltd.

A Little Red and White House

One store is planning to make a special feature for its handkerchief booth. This is a little house with the walls of cotton batting, and the windows cut out and covered with red tissue paper. Inside is a simple framework on which is attached the batting, and rows of handkerchiefs are run across the "roof," and sides of the little house, and up the chimney. Some "frost" is sprinkled on the outside and makes it glisten and resemble snow. Two or three little sticks, painted white, are used to represent the window panes. This miniature handkerchief house could be set up at any point in a store and would serve to draw attention to the handkerchiefs that are on sale. Do not forget the bright red paper, contrasting with the pure white.

Red Cones and Circles

Goodwins have a "stunt" this Christmas that gives a striking appearance to the store. When one enters the eye is caught by a series of bright red cones, pyramids, about 3½ feet high, and 18 inches wide, which are set up on the ledges in the center of the circles. Perhaps a couple of dozen are seen on the ground floor. In addition a similar idea is half a dozen equally bright circles, six feet in diameter, bright red, and with the appearance of a curved surface. These bright decorations stand out very prominently all over the store, they are warm looking, and essentially Christmas in appearance, and make one of the most effective season's decorations that DRY GOODS REVIEW has seen. A closer inspection shows that they are made up of maple leaves, cut out of linen, each about four inches high. Each is on a wooden stand, and they are lighted by electric bulbs, five inside each pyramid, which has flat not curved sides. The vivid coloring can be secured by lining the inside with red tissue paper. The different leaves are attached to one another by pins; probably mucilage would be as serviceable, and give no sign of its presence.

The circles are stationed above the elevators and along the backs and sides of the walls, away from the smaller cone shapes. These decorations seem to throw a pretty, soft glow over the whole store.

READY-TO-WEAR COATS

(Continued from page 77.)

ronized again but it seems as if our friends in the United States do not like to mention sports and war in the same breath and therefore omit the former. It is a matter of words, of course, for even people who do not do the things they did a year ago will wear the same type of clothes again. Since they are not wholly devoted to sports, that word is best relegated to the past. The styles were good and therefore will remain. They will be less daring, no doubt, but their main characteristic, practicability, will continue strong.

Some New York Models

New York is talking about some three-quarter length coats in tartan plaids of heavy brushed wool to be worn with plain velvet skirts; also plaid velours, skirts for velveteen and velvet sleeveless jackets. They also claim to have good sale for leather, suede, and suede finished cloth coats. A model of the last material is lined with nutria and has dyed squirrel collar. This coat would be a good motor wrap for Winter and early Spring while the "nip" is still in the air.

There are some novel raincoats shown in New York also. One is satin-faced purple rubber with shawl collar rolling and fastening up high, cuffs also of the satin side; black pearl buttons. A rubber cape coat with the coat effect and large collar of purple; the cape of grey; brass buttons. Another is a smart affair of tan rubber with checked collar and front waist-panel in Ascot effect of checked trimming. This model has a narrow girdle and cuffs and raglan sleeves. Hats are to be had to match each of these coats, pretty effects being produced by showing both sides of the materials.

APPLY A COST SYSTEM TO YOUR BUSINESS

A Cost System is Simple as This Article Shows—A Knowledge of the Cost of Doing Business is Both Satisfactory and Essential—It Causes the Merchant to Speed Up Sales and to Abandon Cut-price Sales—Getting a Profit on Effort as Well as on Capital—This in Addition to Your Salary.

By John C. Kirkwood

THE very first thing to be done by the man who would know his selling costs is to know and record the various items that together constitute the cost of doing business. To know and record these items calls straightway for methodical accounting. Fortunately the separation, calculation and recording of the various items constituting selling cost are exceedingly simple operations, within the ken and ability of any man.

To ascertain the cost of doing business:

1. Charge interest on capital.

   Charge the rate of interest it would earn if invested in gilt-edge mortgages or bonds, say 6 per cent. By capital is meant net assets—inventory, cash, accounts receivable.

2. Charge Rent.

   Charge rent even if you own your premises. Should this be the case put down as rent the amount they would bring if occupied and used by another—say 8 per cent. of market value, plus repairs, taxes, and water.

3. Charge Your Own Salary.

   Put down an amount representing your salary worth to your business—a sum probably double that paid your highest paid employee. Include in this the worth of the services of any member or members of your family not on the pay roll, yet who render business a service worth real money.

4. Charge Salaries of Hired Help.

   Omit from this, if you are so minded, the salaries or wages of the one or more engaged mainly or solely in the work of delivery, charging such wages under the item of delivery.

5. Charge Fixed Expenses.

   Included here are such determinable or known items as insurance (fire, casualty, plate glass, partnership), taxes, telephone rental, water rates, light and fuel.

6. Charge Freight.

   Include here freight and express on incoming goods; the cost of packages or packing, drayage; duty paid (if any).

7. Charge Delivery.

   Include here wages of drivers or messengers; horse and wagon, or motor car; stable or livery or garage items; repairs, supplies, freight and express items on outgoing goods, wrapping papers, packing, twine, etc.

8. Charge Incidentals.

   Include here stationery and office supplies, postage, telephone calls, telegrams, exchange, cleaning, miscellaneous repairs, etc.

9. Charge Advertising.

   Include here newspaper and other forms of publicity, including printed matter, catalogues, novelties and other disbursements properly coming under this head.

10. Charge Donations and Subscriptions.

    Include here special discounts or allowances made, or goods given in the name of charity, benevolence and good-will.

11. Charge Losses.

    Include here bad debts, shrinkage, leakages, shortages, thefts, spoilage allowances, discounts, and losses not provided for elsewhere.

12. Charge Interest Paid.

    Include here interest paid on borrowed money, and interest lost on uncollected book accounts, and cash discounts forfeited because of inability to take them.

13. Charge Depreciation.

    Include here the depreciation on buildings owned and employed by you in your business; and depreciation on furniture, fixtures, horses, vehicles, stock, etc.

Here one has a baker's dozen of headings under which to record the many items that constitute, when aggregated, the annual cost of doing business.

Many take stock on or about January 1. If this is your practice you will be in an excellent position to begin right away doing business on the basis of the known cost of operating your business.

Success is becoming more and more dependent on a knowledge of the cost of doing business and on intelligent, purposeful and successful effort to recover this cost plus a profit on your effort.

The accompanying article will prove very helpful to those who want to be successful merchants. The matter is set forth lucidly and soundly, and we sincerely trust that many of our readers will resolve and keep their resolve to conduct their business on the basis of known and actually recovered costs, plus a desired profit on effort.

Easy to Record Selling Costs

With these headings and helps it should be a simple matter for any dealer to set down his selling costs, day by day, week by week, month by month, quarterly, semi-annually and annually.

Each individual disbursement has to be recorded sometime, somewhere, somehow. Why not record it in its right place at the right time and under its proper heading? Thus will the dealer have the record or records necessary and desired. He will know then just what it is costing him to run his business.

Costs Studied More Closely

In the foregoing presentation of group headings some may possibly be merged with others. For example, Advertising may be included under Incidentals; and Interest may be included under Losses. Donations and Subscriptions may be included under Incidentals. But there is an advantage in the separation of these several classes of expense: They reveal boldy, challengingly and perhaps shockingly classes and amounts of expenditures capable of reduction, and perhaps calling for reduction.

Also in the foregoing presentation of the factors of selling costs, Freight on incoming goods is included. Many will say that Freight, Express, Drayage and Packages or Packing should be added to the invoice price immediately; and in saying this they are quite correct. But not always is this class of expense included in the marked cost price of goods. On articles of heavy weight—such as sugar, nails, coal, for example—the freight expense is immediately added to the invoice price by all wise dealers, but on many lines the practice of many dealers is to ignore in their cost marking the item of freight, or delivery-to-store expense. Accordingly, in the enumeration of the factors of cost, as above, Freight is set down, and when this annual aggregate expense is reduced to a percentage of sales, it can quickly be added to invoice prices. For this reason is Freight on incoming goods included among the factors of costs.

Recovering One's Losses

Under the heading of Losses are to be assembled all such expenses and losses not properly belonging under other headings. Bad debts should be charged here, for so will they be recovered by being assessed against all customers as a whole. Leakage, shortage, shrinkage and spoilage should be charged here, for thus will their costs be recovered.

The average dealer treats bad debts, leakage, shortage, shrinkage and spoilage as irrecoverable, but this view and practice is unsound and dangerous.

All such losses should be charged into the cost of doing business, so they may be collected and recovered.

Leakage, shortage, shrinkage, and spoilage, in the aggregate, may amount to a very considerable item, and are incident to the doing of business, to providing the public with a service needed and desired by them. Therefore the public as a whole—the dealer's customers as a whole—should pay for such losses.

DO YOU KNOW?

A competent authority has, by careful investigation of over 1,500 *retailers in each line, and in every section, developed the following facts:*

	Turn Stock per year No. Times	Cost to Do Business Per Cent.
Grocers	10	16
Dept. Stores ..	7	26¼
Druggists	4	24¾
Dry Goods	4	24
Hardware	3½	19½
Furniture	3	24
Shoes	2	23¼
Clothing	2	20¼
Jewelers	1½	25¾

When Goods Are Sold Below Cost

Under the heading Losses can be included the loss sustained in the sale of staples that do not and will not, as things are, bear their proper percentage of advance to cover the costs of doing business. Sugar and nails are two familiar and common examples of merchandise which sell retail at a very small percentage advance on invoice cost. Suppose that the actual cost of doing business is 25% of the invoice price, and a staple sells at an advance of only 10% on invoice price, then there is a clear loss of 12% on the annual sales of this particular commodity. The total loss, as represented by this 12% loss, should and must be recovered, and, therefore, must be collected in the sales of merchandise on which can be imposed the full costs of doing business.

Interest on Outstanding Accounts

Under the heading of Interest Paid there should be included the interest lost on outstanding accounts. These accounts may total, say, $1,000 at any and all times during the year—this in a business done on a capital of $5,000 or so. They represent non-earning capital. But capital should bear interest. Reckoning interest to be earned at 6%, there would thus be an item of $60, when the average amount outstanding is $1,000, to be charged as an operating cost.

Providing For Depreciation

Under the heading of Depreciation should be included all items relating to property, furniture, fixtures, and delivery equipment whose inventory value diminishes each year through use, loss of style, etc., wear or damage and which in the course of time require to be discarded or replaced. The percentage amount of annual depreciation for each article or possession will probably vary, being 5% in the case of a possession good for 20 years, 10% in the case of a possession good for 10 years, and 20% in the case of a possession likely to require replacement in 5 years.

A special bank or ledger account should be opened for charges of this sort—a sort of sinking fund account, which can be reckoned as capital. In this way the money necessary for replacing worn out or useless or valueless equipment will be provided systematically, and will be instantly available when needed.

Recording the Items of Cost

The thing remaining is the essential thing—the recording of these costs methodically, fearlessly, and accurately—and in recovering them from sales. This is the hard thing—hard because of the average business man's lack of system, will power, resolution and well-disciplined habits. You can lead a horse to the water, but you can't make him drink. You can show a merchant how to ascertain and recover his selling costs, but you can't make him record and get them back. It is a matter for the individual himself whether or not his performances shall be in accord with his knowledge and conscience. At the same time it is earnestly hoped, now that retailers have been shown how to ascertain, record and recover selling cost, that many of them will become possessed of the purpose, resolutely maintained, to conduct their business intelligently, knowingly, with full light on matters that aforetime may have been hidden in darkness.

WHY BUSINESS MEN FAIL

According to a statement by Edward N. Hurley, vice-chairman of the Federal Trade Commission, there were 22,000 *failures in the United States in* 1915. *Ninety per cent. of them resulted from cut-throat competition prices. In an investigation made by the commission since its appointment,* 200,000 *out of* 260,000 *firms had no method of determining cost; of these,* 100,000 *firms did not earn a penny, and little, if any, provision had been made for depreciation. In another survey of a national industry it was found that twenty-seven large corporations, representing an investment of* $12,500,000 *and annual sales of* $8,000,000, *had earned only* $300,000—*a little less than* 3 *per cent. on the capital stock, and altogether they had charged off only* $69,000 *for depreciation. The number of small businesses run on odds and ends or on bank check stubs is amazing*

Getting a Profit on Effort

In what has been said, the matter of getting a net profit on one's effort has not been considered. Provision has been made for a salary for the proprietor or partners; but the matter of a profit over and above all costs of doing business is a thing by itself. The desired profit—$1,000, $2,000 or so—must be added to the costs of doing business as above defined and elaborated, and the sum of the costs of doing business and the profit on effort desired will give the merchant the full sum he must obtain in a year over and above the invoice cost of goods sold. For calculation purposes the cost of doing business should include the sum one desires as profit on his effort.

STOCK AND HOW TO KNOW IT

You must know your stock and its weaknesses at all times.

You may be passing merchandise through your place of business at a loss.

The only system which successfully stands the test is organized, systematized and daily visualized business.

The wiser the man and the better the institution, the closer is everything watched, and the less guessing indulged in.

The easiest way to take stock is to prepare for it.

Sales Must be Stimulated

But putting down all costs and adding the profit or effort desired is not any guarantee or pledge that the merchant will get this gross sum. To get this sum he must sell enough goods—must have a minimum annual turnover, and must obtain an advance on invoice cost of goods sold sufficient to give him all costs plus the profits.

Suppose, for example, that the costs and profit, as above set forth, total $5,200 in the year, or a neat $100 a week. Then it becomes clear that the merchant must sell enough goods each week, on an average, throughout the entire year, to give him $100 a week above the invoice cost of his goods. Suppose his average advance on cost is 25%, then it means that his average weekly

HOW TIME INCREASES COST

In an eight-hour day you have only 480 *minutes. Thus, whenever you waste five minutes you decrease your value* 1 *per cent. Your stock falls from par to* 99 *per cent. If you waste* 50 *minutes your stock falls to* 90, *and so on. Few of us ever have a day at par. If you borrow* $120,000 *at* 5 *per cent. you are paying* 4 *cents a minute. If your accountant makes a mistake, and you borrow it a day too soon he causes you a loss of* $20. *Many a business man has gone down to bankruptcy because he did not realize this ruthless persistence of interest. Interest is like the tortoise in the well-known fable—it is slow, but it never stops to rest.—System.*

sales must be $500, of which $400 will represent invoice costs, and the other $100 the gain over cost. $500 a week sales means an annual turnover of $26,000.

If the merchant averages only 20% advance on cost, then it means that to obtain weekly $100 above invoice costs, he must have average weekly sales of $600, made up of $500 invoice costs plus $100 advance. In this case his turnover would require to be $31,200.

So it becomes clear that if turnover (goods sold) falls below $26,000 in the one case, or $31,200 in the other case, the costs of doing business, plus the required profit for effort, are not obtained.

When the merchant perceives in advance—which he can—just how much he must sell yearly and weekly to recover his costs and obtain his desired profit, he knows just what effort he must put forth to keep up sales to the necessary weekly minimum. Certainly he dare not go on, trusting to luck, as so many do; nor will he be content with just hoping and trusting; on the contrary, if he is made of the right stuff, he will speed up his sales and his sales staff, and begin to study his business as never before. He will do his utmost to swell the sales of goods on which he can obtain an advance over invoice cost of 30%, 40%, 50% or more; and he will not be over-eager to spend much time, or have his staff spend much time, in selling goods on which only 10% or 15% or so is obtained over invoice cost. Also, he will not be very enthusiastic about bargain sales or clearance sales when ordinary or regular prices surrender all or nearly all the advance over cost contained in them. Big turnover in which there is insufficient advance on invoice price will look less good than a smaller turnover which contributes an adequate advance over invoice cost.

All this goes to prove that being a real, profit-making merchant is something vastly different from being just an ordinary storekeeper.

"Backward, turn backward, O Time, in your flight, Make me a child again, just for to-night."

HOW many of us have wished we were children again. Let us bring the spirit of Christmas into the lives of children and make them happy. The appended list may help somewhat in the purchase of an appropriate gift—and the gift will lose none of its sentiment because you pay less at Harper's.

For Girls

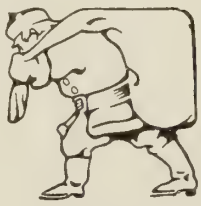
Girls' Skating Sets, neat scarfs and caps to match, mostly in brushed knit, all colors. $1.50 to $3.50.

Bedroom Slippers, dainty little comforts, in felt, velvet or wool. Some splendid little hand crocheted numbers. 50c to $2.00.

Sewing Sets. Complete sets of all necessary articles for the little girls' sewing outfit. Start her now to take pleasure in this kind of work. These come in neat leather and leatherette cases. $1.00 to $4.00.

Picture Handkerchiefs. Dainty little boxes of embroidered handkerchiefs in designs appropriate for little ones. Boxes handsomely lithographed, six handkerchiefs to the box. 50c to $1.25.

Dolls — Dolls — Dolls — Big ones and little ones, sleeping ones and tumbling ones, mostly Canadian-made. All prices, all styles. 25c to $5.



For Little Tots

Wool Sets: Three - piece Teddy Bear sets in brushed wool, plain colors or trimmed with contrasting shade. Warm, cosy and cute. $2.50 to $5.

Crib Blankets: Heavy fleece cotton crib blankets, in blue or pink, with Kewpie or Teddy Bear designs. Large enough to fit any crib. 98c each.

Infants' Bath Robes, blanket and eiderdown cloths, pretty patterns. $1.50 to $5.

Infants' Toilet Outfits, in white celluloid and ivory. Neatly boxed in cardboard or leather cases. $1.50 to $3.50.

For Boys

Scout Play Suits—Just what the little fellow likes at times such as these when his big brother is in uniform. $1 to $2.50.

Neckties — Everything in style and pattern. Special designs selected for boys. 25c to $1.

Building Toys—The new toy for the 20th Century boy. All kinds from 25c to $25.

Sweaters—Both pull-over and button styles. Worsted yarns and good weights. $1.50 to $3.

Bathrobes—Splendid styles, just like dad's. The little lad would like one of these. $3 to $5.

Books—All the popular boys' books: Boys' Own Annual, Chums, Henty's works and hundreds of others; instructive as well as entertaining.

"Toyland" is now open on the second floor. May we suggest that you "Shop Early." This year there is better reason than usual. Many lines of toys are scarce and stocks are limited.

Harper & Company

Suggested 3-column advertisement that dry goods dealers could adapt to their own business.

Analysis a Secret of Success

Analyze! This is one of the first words to be learned in the language of efficiency. Always it should be remembered that the prudent man who has an ideal record of costs, and applies his knowledge practically, is the one who out-distances all his competitors in the long run. Also, one needs to remember that 90% of the men in business are getting no profit from their effort—this because they are ignorant of, or unwilling to take the trouble to ascertain, the costs of doing business, and whether a profit on top of costs is being earned. The necessary knowledge is so simply and surely possessible and the trouble so very minor, that one wonders why any dealer should continue ignorant or indifferent, especially when ignorance and indifference are robbing him of due compensation or remuneration for the labor and skill required on his part in the conduct of his business and for the risk involved—the risk of his capital.

COMMERCIAL FAILURES

Taking it all round, 1916 was the best business year the United States ever experienced; yet there were seventeen thousand business failures. Compared with twenty-two thousand the year before, this is encouraging; but practically one out of a hundred of all concerns in business failed, and, year in and year out, through good times and bad times, the proportion of failures never varies very far from one per cent.

In only two hundred and sixteen of the seventeen thousand failures did the liabilities exceed one hundred thousand dollars. Nearly all the failures, in other words, were of small concerns.

Credit men assign many reasons for these failures, such as lack of experience, insufficient capital, injudicious extending of credit, overbuying — which merely means unwise buying—and so on. But we venture to guess that one cause was present in nearly all of them, to wit, poor bookkeeping. They did not keep books so as to know exactly what it cost them to do business and precisely how they stood all the time.

We recommend again to every business concern an accounting system that will show costs accurately —Saturday Evening Post.

Mr. Robert McLaren, senior partner in the firm of McLaren & Co., St. Catharines, Ont., passed away on Nov. 22. Mr. McLaren, although over eighty years of age, had recently undergone a severe operation and had rallied so wonderfully that hopes were expressed that he would be spared for a number of years longer. The end, however, came quite suddenly following a relapse.

James A. Ogilvie & Sons, Ltd., department store, Montreal, Que., has changed name to James A. Ogilvie's, Ltd.

GLOVES

High-grade Goods for Gifts—Fair Range of Novelties—Wrist Straps Liked for Cold Weather

THE way in which Christmas shoppers are already thronging to the glove counters looks as if all the difficulties and fears of the trade are not going to have a great deal of effect on the popularity which gloves as a Christmas gift have claimed in previous seasons. The best qualities run out of stock much more quickly than do cheaper grades, despite the increase in their price above last year's. Light shades of washable capes, such as putty, sand, light tan, champagne and grey, usually with heavily embroidered black or two-tone points, are in high favor. These retail at $2.50 to $3.75. Styles which have long reversible cuffs and wrist straps are chosen frequently. This style applies to chamoisette as well as kid, when it is to be had. A Yonge Street window a few days ago had a big display of Christmas gloves. Those in greatest number and variety of coloring had long cuffs, whose edges were not piped, bound nor turned in. The raw cut edge was left; seams were pique sewn, and there were wrist straps. These were shown in suede finish as well as glace. A goodly number of the more dressy fancy cuff finishes were also there. All the colors offered are liked, but, as already intimated, the champagne and grey variations are leaders. It is said that New York women are favoring four and six-button lengths, worn crushed down at the wrist.

White, Tan, and Grey for Spring Again

The demand now existing for all the various tints and shades is taken as an indication of strong favor being given to colored gloves for Spring. The same shades will probably lead again—soft neutral shades of grey and tan, and especially in fabric gloves white will be good along with the others as usual. A wide range of fancy effects in points will be offered again. Wide hand-crochet patterns will continue to be well represented as well as fancy three and four-row self and contrasting effects. Frequently the color of the glove will be introduced in embroidery and trimming, attention being given to soft, harmonizing shades which will pass the test of refinement.

The continued uncertainty in colors will limit the sale of contrasting touches in silk gloves. In chamois suedes, likewise, there is indicated a preference for embroidery in rather neat, simple effects.

As far as can be foreseen at this time, there is absolutely no indication that prices of silk gloves will decrease for Spring. On the contrary, the scarcity of labor, together with the continued high prices of raw silk, may influence further increases.

The continuance of long sleeves for blouses, suits and dresses for Spring insures continued strength for short length gloves.

S. Greenfarle & Co., manufacturers of cloaks and suits, Toronto, suffered loss by fire.

MARKET REPORTS

(Continued from page 19.)

with 150 pins to the package and these will have to retail at 10c the paper whereas the old package contained 300 pins and sold for 5c.

Celluloid goods such as hair pins, combs, barettes and so forth are rapidly getting in the luxury class. The sheet celluloid is now being made in the United States but as practically every ingredient that enters into same is also used for making gunpowder the United States Government has recently assumed control of this product and those engaged in making articles from celluloid are finding it almost unobtainable.

Linen buttons are another line that have advanced tremendously. One number that was bought about a year ago for 4s. 3d. is now quoted at 8s. 11d. per gross an increase in the year of about 100 per cent.

BATHING SUITS

(Continued from page 73.)

make a more attractive finish than the tights which are usually worn. The bloomers are made in two styles, full about the hips with elastic in the casing and fitted to the figure with a band at the top. An attractive model in black satin had a Tuxedo collar, sleeve borders, buttons and pipings of cerise satin. The collar and cuffs were smartly finished with "kitten's ears" of black—that is, little points coming over the cerise but not stitched to it.

Beach capes are said to be selling very well. They may be had in almost all the smart trimmings to match the bathing suit and complete many a smart costume.

Knitted Suits in Variety

Fine wool jersey bathing suits are also selling just as fast as the woolen goods can be procured and made up. Combinations of purple and white, blue and white, green and old rose, navy and green etc., are all popular. These suits are usually rather plain with the trimming color used for bands on skirt, neck and sleeve as worn last Summer. One new model has a two-inch tie belt of the trimming color—which in this case was white on purple.

EMBARGO REGULATION

OWING to a reciprocal arrangement between the governments of United States and Canada it is now necessary to make application for license before shipping any woolen material or foodstuffs from one country to the other.

This will possibly tie up trade between the two countries to a greater or lesser degree but it is believed that but little delay will be experienced once the office of the Food Controller gets settled down to this new work.
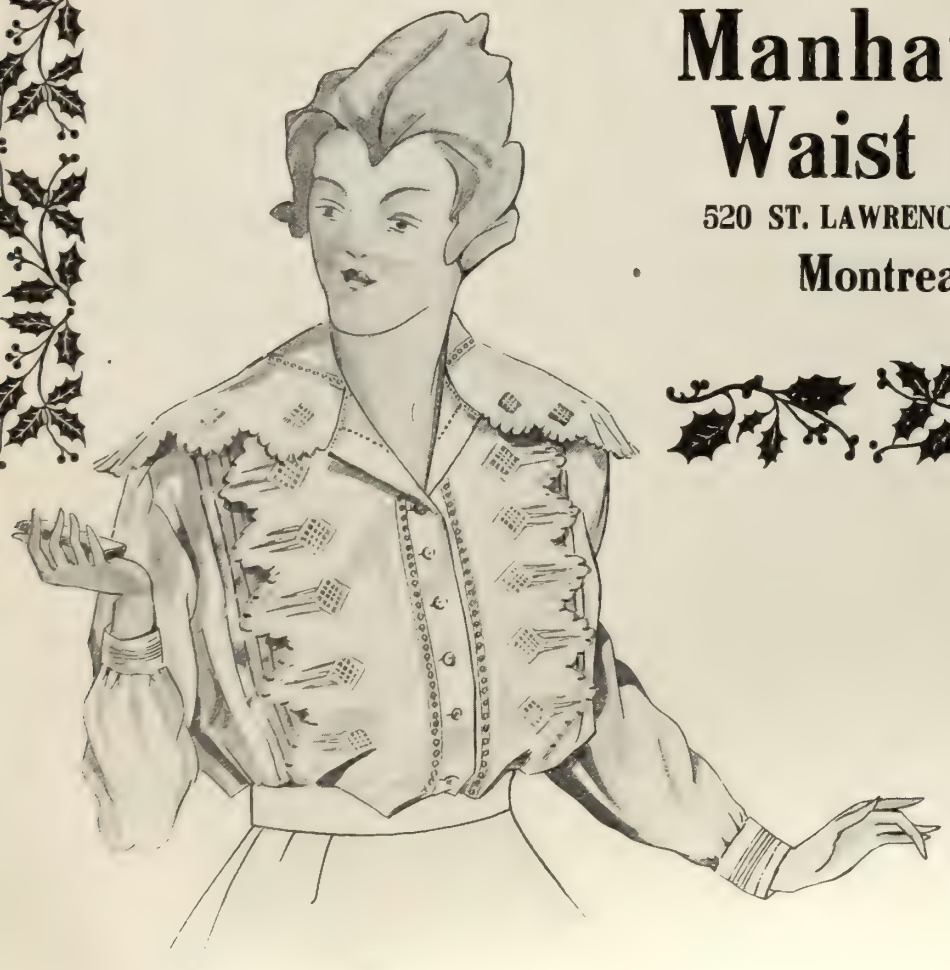
The intention of course is to prevent any of the food and woolen resources of the two countries from going anywhere except to the allied armies and the civilians of the allied countries.

If you don't include this Big $9.00 Line

A big share of "popular" business is going past the doors of merchants who have not yet realized the sales-possibilities of Manhattan waists.

Try this big $9.00 line as a stimulus to Waist sales. You'll find it permanently effective.

A right merrie Christmas and that the year 1918 will bring you abiding happiness and prosperity, is our sincere wish.



Manhattan Waist Co.

520 ST. LAWRENCE BLVD.

Montreal



Model your figure with a **Model** TRADE MARK **brassière**

Model your figure with a **Model** TRADE MARK **brassière**

Good-by 1917!

FOR the largest volume of sales in the history of this house, we are deeply indebted to Dealers, Buyers and their Assistants, to whom we hereby proffer our sincerest thanks for their generous support. Without it, success would have been impossible.

Hail 1918!

FOR a still larger volume of sales we confidently rely upon our Splendid Line, which, despite the largely increased cost of materials and labor, inflexibly preserves that established standard which has built our business.

That 1918 will fulfill YOUR highest expectations is our cordial wish.

Model Brassière Co.

200 Fifth Avenue, New York

Canadian Office—Mappin Bldg., Montreal



You haven't a customer who can't be suited with

"P.C." Corsets
RUST PROOF

"P.C." Corsets bring the certainty of sales to the corset department. Every woman who comes in to inspect remains to buy for she finds just the corset best suited to her. Whether she prefers front-laced or back-laced, there is always a "P.C." to fit her type of figure, and please her individual taste. "P.C." styles are authoritative and satisfy the most fastidious dressers.

Our travellers are now on the road with New Spring Styles which are special values at $8.50, $10.00, $12.50, $15.00, $18.00 and $24.00.

Ask them about "P.C." Brassieres. They can show you many pleasing styles that will appeal to you as business-getters.



Parisian Corset Mfg. Co., Ltd., Quebec, Que., Can.

BRANCHES: Toronto, 84 Bay Street ; Montreal, 329 Craig Street West

Silk Waists and Dresses for Street Wear, Afternoon Wear, Evening Wear, Party Wear.

Each Style Emphatically Dictated by Fashion

And the RANGE is most complete.

Lively Holiday Selling was the goal for which we strove when preparing this line and *We have arrived.* Goods are in Stock. We guarantee the brand of *"SERVICE"* which spells *"SATISFACTION".*

Will you visit our showrooms? or Shall we send you samples?

The Royal Silk Dress & Waist Company

Manufacturers of High Class Silk Wear

1278 ST. LAWRENCE BOULEVARD :-: MONTREAL





Are You "Carrying" Waists or "Selling" Them?

THE *Mack* BRAND

Wishing Our Patrons A Joyous Christmas

and all the good business that Mack Brand Waists can bring.

Immediately you put a line into your Waist Department that line commences to cost you money. The longer it stays in stock the more it costs you, and consequently the less profitable it becomes. Every time you buy you are forced to choose between "carriers" and "sellers."

Nobody "carries" "MACK BRAND" Waists, but there is an ever-increasing number of merchants who *sell* them. There are no dead ones in the "MACK" line. Every single design is offered to you with the assurance that it is correct in style, material and workmanship. And you know that any waist that is "correct" is easy to *sell* and hard to *carry*.

McCUTCHEON WAIST CO., LIMITED

323 ST. JAMES STREET, MONTREAL

Vancouver Office:
GEO. STRACHAN
906 Welton Block

Winnipeg Office:
PERCIVAL R. B. JONES
Hammond Sample Rooms

MAY you have the Health to enjoy, the Heart to enter into, and the Power to give to Others A Merry Christmas and a Happy New Year is the wish we extend to our many Friends and Patrons.

Spring Line will be ready about Dec. 15th.

Smart Style CLOAK CO.

268 Ontario St. West, Montreal

"How to Hire, Train and Supervise Men"

"Getting Better Results From Salesmen"

Learn how successful business men handle these important problems by reading

Management and Salesmanship

By

Hugh Chalmers, Pres. Chalmers Motor Car Co.
John Lee Mahin, Pres. Mahin Advertising Agency

This book is written in a clear, concise style easily understood, every paragraph a mine of good solid facts prepared by these two thinkers and workers. You cannot afford to be without this book if you have management and salesmanship problems to solve.

The price is only 50 cents. Send for your copy to-day; the supply is limited.

MacLean Publishing Co., Ltd.

Technical Book Dept.

143-153 University Ave. - Toronto

The COOPER SKIRT Co.

MONTREAL

Take the pleasure in wishing our Clients and Friends

A Merry Christmas and Happy New Year

Our Spring Range will be out January 1, 1918.

Your inspection is cordially invited.

Canadian Converters' Dresses

New range
now being shown
in
LADIES'
WASH
DRESSES
Also
Specials
in
Morning Dresses

Complete
range
in
all
Suitable
Materials



STYLE 2060 D.

The Canadian Converters' Co. Limited.
Montreal

Two real Spring sellers for your Juvenile Department

—*But you'll have to hurry*





These two numbers are from our full range of Kiddies', Children's and Misses' Coats. They give an indication of the style we put into our garments, and the attention we pay to detail. Prices have been made as low as possible, and for that reason are good only until 31st December, 1917. If you wish to improve your stock with these two, order quickly.

No. 152—Girls' and Boys' Reefer of black and white Canadian cloth with velvet collar. A neat, dressy design that will sell readily and give good wear. Lined, $2.30 net. Unlined, $1.95 net. Sizes 2-6.

No. 153—Girls' Dressy Coat of black and white Canadian cloth, trimmed with red. New shape collar and new pocket effect, both trimmed with three rows of heavy twist stitching, and buttons in red, black and white. Belt all around. A really smart little garment that every mother will admire. Sizes 2-6, full lined, $2.75 net; unlined, $2.45 net. Sizes 6-14, full lined, $3.50 net; unlined, $3.00 net.

Remember, these prices are good only until the end of this month—**order at once.** We will send samples if you wish.

We have a full range of Kiddies', Children's and Misses' Coats in small checked, medium checked, large checked serges, in all colors and in Poplins.

The Atlas Garment Mfg. & Trading Co.

Lagauchetiere and Alexander Sts. **Montreal, Que**

World of Fashion Endorses Coats and Suits of Jersey Cloth

Fashion has set its seal of approval on Coats and Suits of Jersey and the insistent demand by modish dressers for this soft, lovely material is making itself felt. Suits, coats and motor wraps fashioned of Jersey

PURE WORSTED
SCHREIBER
Standware
FABRICS
JERSEY CLOTH
MADE IN U.S.A.

are now the order of the day in the haunts of fashion. As the material combines lightness with warmth, the vogue of Jersey will steadily increase as the season advances (News Item).

SCHREIBER'S STANDWARE

JERSEY CLOTH

FOR CLOAKS, SUITS, COATS AND MOTOR WRAPS.

No. 860—In plain colors. No. 880—All the loveliest Heather mixtures. Charming.

RUDOLPH SCHREIBER, 1140 Broadway at 26th Street, NEW YORK CITY

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it *makes for a better product.* There are added responsibility and written-printed claims to substantiate.

Xmas and New Year Greeting
1917-1918

AT the close of 1917, we again wish to thank our many Canadian friends for their loyal support through another trying year. We are proud of the many written expressions of satisfaction with the way we have handled your business.

If any of you have gone short, it is because British women, British men, and British looms, are doing loyal work supplying the demands of the lads at the front, and as loyal British subjects, we would not have it otherwise.

We were fearless in anticipating your demands, the fact that the demand was greater than we could control speaks for the enthusiasm Jaeger Wear has created.

In the meantime, we shall do our utmost to deserve your future loyalty.

We send to all Jaeger supporters our heartiest good wishes for Xmas and New Year.

DR. JAEGER'S
SANITARY WOOLEN SYSTEM CO. LIMITED

Head Office and Wholesale Warehouse

243 Bleury Street, MONTREAL

Greetings to the Trade

WE ARE taking this last opportunity of the season, to thank our numerous customers and friends for their excellent support during the past year in making a new high record for our business, despite existing conditions.

We wish you one and all A Merry Christmas and even More Prosperous 1918

Our travellers will wait upon you soon with our spring range, which comprises all that is latest and best in the Ladies' Ready-to-Wear trade.

Coats
Suits
Dresses



Waists
Middies
and
Children's
Coats

Exclusive Ladies' Wear, Limited

Head Office and Factory
Blumenthal Building, 207 St. Catherine St. W., Montreal.
Toronto Show Rooms: 33 Richmond St. W.
Winnipeg Show Rooms: 114 Hammond Bldg.
In the heart of the business section
Branch Factories: 520 St. Lawrence Boulevard, Montreal, Quebec

FUR DEPARTMENT

LATER SEASON STYLES IN FURS

"Barrel" Effect in Hudson Seal Coats, With Three Rows of Trimming—Coatees Coming Into Favor—Dyeing Red Foxes Into Taupe or Yukon—"Animal Ball" Muffs.

THE sales of furs this Fall, in spite of the high prices, are reported to be keeping well up to the figures of last year. The early cold weather created a better demand and the latter part of November saw totals that were most satisfactory. Many dealers view with some misgiving the prospect that prices for next year will be even higher than they were last Spring, as they feel that the retail price is now as high as is favorable to the average buying power of the customer.

The popularity of the new shades that for the first time in fur history have been successful in supplanting black, namely, taupe, Yukon, kolinsky, dark browns generally, and even in battleship grey and Isabella, continues as strong as the first sales indicated several months ago. In many specialty fur stores these have sold far better than the straight black, but, fortunately, there is no sign that the venture into the color field will encourage that horrible travesty of furdom, the brilliant colors, reds, yellows, blues and what not, that sprang suddenly into the arena just before the war—and died, let us hope, as unnatural a death as they deserved.

How They Used Their Old Foxes

The new vogue for these dark substitutes for black, which started first with fox, has let out many a holder of red foxes without a loss. The red fox as it has been sold for years back, particularly for the younger set, has fallen comparatively flat this Fall. Some dealers, recognizing this trend early, simply conveyed their red fox skins or made-up furs to the dyers, and behold, they returned in the most fashionable shades, and in a most saleable form. One buyer stated to DRY GOODS REVIEW that whereas red fox in its red form was hardly a medium of exchange this season, the use of the red fox to be dyed into dark shades had run up the price from around $9 to as high as $30 for a pelt.

Animal Effects in Coatees

One of the developments of the later season in the matter of style has been the coatee, which is now being featured prominently in New York and is beginning to sell fairly well in Canada. These are being made up in all kinds of styles, but in all the animal effects are retained. Fox, wolf, and mink are among the best sellers in this style. This coatee is a natural development of the expansive stoles and voluminous cape effects that have become so popular, not only as separate pieces but as collars for coats. It serves, moreover, to replace the full coat, where the price of the latter has run so high as to become almost prohibitive to many a customer.

Another form of substitute for the higher priced furs is a form of Chinese white Thibet, as it is commonly called, and is being spelled moufflon, mufflin, mufflun, muflon, and three or four more.

Its more popular form is a sort of silver grey, and it gives a soft, silky feel. The sets are usually made up in large animal shapes, and can be sold as low as $45 or $50. This fur is used also for the trimming of dresses and coats. The rounded muffs are made to sell around $20 to $25. One set that was seen was fitted with chenille cords, with a bow of the same at the end.

Mole Better for Motor Stoles

One fur that is coming into better sale this Fall is mole. It has been rather weak for the past couple of years, and in many centres never seemed to make headway. It is being used for motor stoles and capes for the most part, but is not in much demand for trimming purposes as it does not give the wear. Mink, too, has a better sale, and the darker varieties are being made up into the more stylish shapes of muffs and stoles, various oddities being shown.

"Barrel" With Patch Pockets

The demand for coats continues strong, in spite of the heavy advances that have been made on last year's prices. Hudson seal as before is in a field by itself, and the trimmed coats are bought in the great majority of cases. Skunk still is an easy leader for trimming purposes, with kolinsky, the real or imitation; wolf, some ermine, etc., following. The "barrel" effect is beginning to take well in coats. This is indicated usually by three rows of fur trimming on the skirt at the sides, not all around, and often is answered by a couple of rows on the sleeves. With such coats the kimona sleeve, with elaborate silk trimming, is a popular touch, and the whole outfit has a classy appearance. Large patch pockets continue in demand on the more expensive models, and the bright colored trimming silks are strong as ever.

The belt effect, either limited to the back, or all way round, is seen in the majority of coats. Some makers are using a celluloid buckle at the back instead of the dull metal, on the ground that the latter is hard on the fur, and wears it away in a short time.

The collars are, as a rule, on the large order, shawl and cape, that cover the whole shoulder. In one model there is a large cape collar of kolinsky attached to the coat under the regular small collar of the same material, Hudson seal, and fixed so that it may be taken off if not required.

Some Coats Are Being Fitted With Fancy Little Bags Inside

Among the motor coats were two models, one of Hudson seal with muskrat trimmings; the other reversed, with main portion of muskrat and the trimming of Hudson seal.

Among the muffs a popular shape is the "animal ball," the "ball" muff finished in animal shape. Fox, wolf and lynx are the favorite furs of this line. Most of the stoles come in animal effects. In the plain ball muff mink is used to a considerable extent. Both the head and the brush are being made up with the muffs more than ever before.

There is still some demand for Persian lamb, chiefly for older people. The price is very high, as the supply from the east is cut off. Skins that a year ago sold for around $10 are to-day bringing up to $15 and $17 each.

A new idea for a Christmas box for the lads in khaki is a set of toilet articles, including a bath towel, hand towel, face cloth, and half dozen khaki handkerchiefs, all initialed to match. Soap, tooth paste, and tooth brush are also included.

Bank of Montreal Annual Meeting Marks Interesting Anniversaries

Shareholders Received Centenary Balance Sheet — Sir Vincent Meredith, Bart., President, Has Completed Fifty Years of Uninterrupted Service in the Bank — Important Developments of Canada's Trade — Banking Officials Conservatively Optimistic Regarding Outlook of Dominion.

MONTREAL, Dec. 10.—Special—At the annual meeting of the Bank of Montreal the shareholders received the centenary balance sheet of the bank.

By an interesting coincidence the event also marked the close of fifty years of uninterrupted service in the bank by the President, Sir Vincent Meredith. On this account the gathering to a great extent took the form of a celebration. This was observed entirely from the standpoint of the bank's continued growth and expansion. The Shareholders present had every reason to be well satisfied with the reports received, as Sir Vincent Meredith remarked that he felt warranted in stating that never, during its history of one hundred years was the prestige of the bank higher, its business in sounder or more elastic condition and its earning power greater then he believed them to be to-day. He was glad to believe also that the bank had never enjoyed a wider measure of public confidence. In his address Sir Vincent Meredith drew particular attention to the business conditions in Canada and the more important events that had occurred during the course of the past year to affect the economic condition of the Dominion.

The most important development in this connection was the entry of the United States into the European conflict, and Sir Vincent expressed the view that with the numerous resources which the United States has in men and money it cannot be but an important factor in bringing the war to a speedy and successful conclusion. Sir Vincent then pointed out that in point of value the trade of Canada had never been as great as now and in point of volume had never been exceeded. It was well to remember, however, that nearly one-half of the export trade consists of munitions of war and is therefore to that extent unstable. The balance in trade continued favorable to Canada as imports of merchandise during seven months amounted to $628,100,000 and exports of domestic products to $921,957,000, giving a favorable balance of nearly $300,000,000.

Sir Vincent then dealt with the chief features of trade as between Canada and England, as well as between England and the United States.

Looking out on the future, Sir Vincent took a conservatively optimistic view when he said:

"Our country is one of the most productive in the world. Our gold holdings per capita almost equal those of the United States. Our natural resources are unbounded and our credit is irreproachable. There are no doubt difficulties and anxieties ahead which we shall still have to face, but I think we may look forward with confidence to providing without undue strain for the burden of our patriotic endeavor."

Sir Vincent also congratulated Canada on the success of the new Victory Loan and expressed the view that the amount obtained should suffice, with the surplus on consolidated revenue account to meet the financial requirements of the Government until well on towards the end of next year.

Sir Frederick Gives Interesting Particulars

It was only when Sir Frederick Williams-Taylor, the General Manager, arose to submit his statement that the Shareholders learned that the anniversary of Sir Vincent was also being observed. In this connection Sir Frederick made a very happy allusion when he said: "I feel it a great privilege to present to-day the centenary balance sheet of the Bank of Montreal.

"Coincident with this anniversary, our President, Sir Vincent Meredith, has completed fifty years of uninterrupted service in this Bank and it is befitting that we should extend to both our heartiest congratulations."

Sir Frederick's remarks were confined largely to specific incidents and influences bearing upon the business of the bank.

Of paramount importance was the entry of the United States of America into the war, as this bears upon the Canadian economic and banking position with a force the effect of which is only now commencing to be felt.

Shortly after the outbreak of the war Wall Street took the place of the London market for Canada's public loans, and continued in that place until a few months ago. Now the influx of American capital is scanty, the inflow of borrowed money from the United States is suspended and Canada is thrown upon her own financial resources.

By some this would be regarded too seriously, by others not seriously enough. Actually, the stoppage would have far-reaching consequences. On the one hand industrial development will be checked, but, on the other hand, the inability to borrow may prove a blessing in disguise, once we have adjusted our affairs to the changed conditions. It was surely well for us to learn to do without financial assistance, especially as the country at large already has a debt abroad the interest of which runs into the great sum of about $500,000 per day.

Sir Frederick then passed on to an explanation of the principal changes of the business of the bank in London and New York, and also the chief changes in the balance sheet.

Sir Frederick pointed out that for the first time in many years the automatic flow of funds between Canada and the United States recently became hampered by the dollar exchange situation that

arose in consequence of the prohibition of exports of gold by the United States. As New York is the international clearing house of Canada on this continent, the free movement of gold is essential to stabilize exchange.

Fortunately the American Government were quick to recognize the logic of the arguments the Canadian Bankers' Association were able to present to them and the disadvantages to free trading that would follow unless this condition was rectified, and promptly relieved the situation by modifying their embargo on gold shipments in favor of Canada. Due partly to this wise action, exchange has since become normal, obviating the necessity of gold importations.

Canada's Trade Position

The balance of trade in Canada's favor created by munition exports is opportune and adds permanently to our national wealth, but as the available resources of Canada are not such as we can rely upon to provide peace exports in full substitution, we should stand prepared to meet the declension in trade which must start when the war is over.

Before the war is ended Canada may have to cope with inability or unwillingness on the part of potential purchasers to provide payments for our surplus productions. Moreover, on the conclusion of peace our merchants and manufacturers may be confronted both by diminished demand and falling markets.

For these reasons good banking profits are needed. I do not hesitate to state that there has never been a time in Canada when banking credits, in my opinion, required such careful consideration. It is impossible to gauge the business future, and, therefore, what seems like sound banking business to-day may, under post-war conditions, easily develop into lock-up or doubtful loans.

Bank in Strong Position

Thanks mainly to the soundness of our banking system and to the healthy conditions of our banks, Canada can still hold up her financial head. Our own bank's ratio of quick assets to liabilities is 75½% compared with 75% a year ago and 64% the preceding year.

We have heard it remarked by certain friends that the Canadian banks are too strong, and your own bank particularly so, but permit me to express my clear conviction that the sheet anchor of our Canadian national ship is the Canadian banks and that the anchor must be strong to hold against wind and tide. The banks have kept strong in an endeavor to prevent currency inflation, while, at the same time, they have made war advances to the Canadian and Imperial Governments to an amount that would have been regarded as impossible three years ago. Such advances are naturally included among liquid assets. The loans made by the bank to the Canadian and Imperial Government have enabled the business of the country to be carried on to an extent otherwise impracticable.

Tribute to Staff and Men Overseas

Sir Frederick Williams-Taylor in responding to the vote of thanks to the management and staff took occasion to pay a special tribute to the services of the men at home and to the record of the members of the staff overseas, saying:

"As an indication of the extent to which our male officials enlisted, I may mention that 42% of our present staff are women clerks.

"Both our men and women clerks have worked ungrudgingly early and late, with but the briefest holidays, actuated by a high sense of patriotism and by an admirable sense of duty to our bank. It may truly be said that we enter this, the second century of our institution, with a staff whose loyalty has never been surpassed, not only in our history, but in the history of business corporations in this country.

"As for our splendid contingent with the colors, they are above praise. We follow their future in France with anxious pride, and will welcome them back when the war is won. Many have been wounded. No less than 100 lie under the reeking sod of shattered Flanders. The names of these splendid patriots will stand forever both in the records of our bank and of our Empire, which they have served so well. It would be remiss not to refer to the great loss we have sustained in the recent death at the front of Captain David Jellett Barker. I can find no words with which to express my personal regret while to the bank and his country the untimely closing of a career such as his is deplorable indeed."

LITTLE N. Y. EXTRAS

Dainty Things Which Will Be Given to New York Ladies at Christmas-time

NEW YORK, Nov., 1917.—The little things of dress are always fascinating—and always expensive.

Not that the individual accessory is necessarily expensive, though it often is, but the smartly dressed woman needs many of these accessories—upon them often depends the success of her toilette.

Even the most successful frock or suit needs bolstering up by bag or scarf or collar or slippers or hair ornament or jewels or other frivolous but powerful aids to smartness.

The metal brocade evening slipper is emphasized this season more than in other years, but the plain satin, velvet, gold or silver evening slipper is still the usual thing, and the rhinestone ornament of whatever size the owner prefers is likely to be chosen if any ornament at all trims the slipper. The plain velvet slipper, always more comfortable than the satin slipper, is coming into its own in this season of velvet evening frocks and figures largely among special order footwear.

The silk hose worn with the evening slippers are of the finest, most cob-webby, but plainest sort. Fantasy in evening hosiery is neither modish nor in good taste.

Evening Bags

For the evening bag there are hosts of charming things—exquisite bags solidly beaded, velvet bags beautifully beaded and drawn up on draw strings or handsomely mounted, plain bags of velvet or brocade with mountings of artistic metal work and jewels, bags of brocade or velvet and fur matching the evening coat, bags of silk entirely covered by soft fluffy ostrich feathers and drawn up on ribbons.

There's literally no end to the attractive evening bags, and many of them are beautiful little arrangements of silk and flowers, not so handsome as the richer bags, but attractive, festive little affairs to accompany the festive frock, for instance, a draw string bag of pink silk, whose lower half is solidly covered with tiny pink roses made from the silk.

Ostrich feathers are again liked in fans, as on the hats of the Winter, and are shown in beautiful colorings, shaded perhaps, as in a fan of soft light violet deepening to rich reddish violet at the tips.

Other feather fans, less graceful but chic and of irregular form, are offered also, and with one of the ubiquitous black velvet evening frocks the other evening a tremendously modish woman carried one of these feather fans of unusually rakish line in black with gleams of gold along its edges and a gold rose posed against the black near the hand.

Dog Collars

For the owner of diamond dog collars and strings of pearls the collar problem in connection with evening dress is solved, but kind designers have taken thought for the diamondless, pearlless woman and turned out some very becoming dog collars of flesh colored tulle embroidered in tiny rhinestones and closing with rhinestone clasps. One of those collars has the tulle surface almost entirely covered beneath glistening traceries of the smallest possible rhinestones.

Another tulle dog collar is in black tulle with rhinestone slides and tiny festooned chains and with a cross knot of the tulle posed at the back, but this, though attractive, is an old story.

Scarfs

Apropos of flesh colored tulle and bead embroidery there are wonderful scarfs of these materials for evening wear, the tulle foundation almost invisible over decolletage save where the folds deepen and the fine traceries of crystal run riot in the border and on the ends.

Black tulle with jet is used for other exquisite scarfs more delicate in effect than those of other seasons, and in some cases both flesh color and black scarfs are so cut that they have a suggestion of deep cape form around back and shoulders, though they have the usual straight wide scarf ends.

Hair Ornaments

For the hair ornaments to be worn with evening toilettes one must choose the thing that is most becoming, but there is variety from which to choose.

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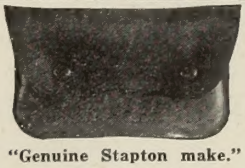
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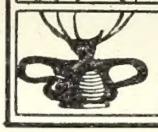
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Greetings and Good Wishes



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